

Grow your career.  
Level up for the future.

# Strategic Account Management and Client Development

Proven strategies for building the most profitable  
partnerships with your key accounts.



**Schulich**  
School of Business  
Executive Education

**YORK U**

# Strategic Account Management and Client Development

How do you defend profitable customers against hungry competitors? How can you avoid being dropped as a supplier as your customer contact changes or they re-engineer their buying processes? Senior managers and sales professionals face all of these issues every day and they threaten your profitability.

**Grow** your career.

**Level up** for the future.



4 three-hour sessions + self-paced assessment



Book this program [online](#)



# Strategic Account Management and Client Development

Manage a business or deal with high-value customer? **A key strategy is critical.**

Learn how to **protect and grow your key accounts** as you establish, solidify or enhance the loyalty of current and future customers. Key account management concepts are outlined in a pre-seminar package and refined in class. Plus, participants will receive one-on-one coaching on current account challenges.



4 three-hour sessions + self-paced assessment



Book this program [online](#)



# Program Highlights



## 12 hours of Study

Rich learnings with 12 hours of study plus a self-paced assessment



## Interactive

Receive valuable one-on-one coaching



## Stand-Out

Differentiate yourself by making your customers more profitable



## Networking

Breakout discussions with the instructors and your fellow participants

# Program Faculty



**Sanjay J. Dhebar,  
MBA**

Sanjay is a highly rated faculty member with Schulich ExecEd, Schulich School of Business at York University. He coaches and develops senior leaders in organizations including Four Seasons Hotel, Siemens, Hoffman La Roche, TD Bank, NN Group, Mercedes Benz, Samsung, Teva, and Sick Kids Hospital. He uses the 'case study' methodology in his teachings drawing on best practice approaches across sectors. Sanjay has developed a respected process and practical approach called "The Business Workout", which enables business leaders achieve better performance and success.

Sanjay is an adjunct member of faculty at the Schulich School of Business and the University of Salzburg Business School in Austria. Sanjay's teaching focus includes sales, marketing and strategy. Building on his decade-long international teaching experience, and his expertise in developing cutting-edge experiential curriculum design, Sanjay has partnered with different universities to re-evaluate their pedagogy and enhance their new programs with current best practices including flipped classroom and online learning. In 2019 and 2020, Sanjay was nominated for a Schulich teaching excellence award as a top Faculty member.



**A thorough introduction into Key Account Management principles and best practices. The hands-on approach allows for a higher success rate for development.**

**M. Thompson**

International Sales Manager, SI Manufacturing

**Whether you have managed key accounts for three months or 30 years, there is something to be learned by everyone. You can never stop learning or developing skills for account management.**

**S. Thomson**

Account Manager, TC Transcontinental



# Program Content



## Session 1: Self-Paced Reading and Completion of Sales Assessment

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- Sales profile assessment
- Curated reading resources
- Comprehensive SWOT analysis exercise

## Session 2: Sales Assessment Profile

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- Review your sales profile through a thorough assessment
- Analyze and interpret your assessment results
- Explore profiles of successful account managers and industry experts

# Program Content



## Session 3: Developing Sales Strategies

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- Participate in hands-on, team-building exercises
- Define key roles within sales and marketing
- Discover current trends in sales strategy
- Apply design thinking for solutions-based approaches to commercial complexity

## Session 4: Account Planning

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- Learn the steps to develop a key account plan
- Discover how to conduct effective opportunity analysis
- Practice setting and tracking performance goals
- Manage sales plan issues with control strategies
- Utilize resources for real-world business scenarios

# Program Content



## Session 5: Sales Pitch and Feedback

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- Design and implement a plan to win back customers
- Receive constructive feedback on your approach
- Apply your learnings through an account plan presentation

# Who Will Benefit



## Mid-Career Leaders

Managers and mid-career leaders in various positions like accounting, client servicing and sales will gain skills for senior leadership roles and develop practical techniques to drive profitability through business growth strategies and key accounts management.

# Completion **Benefits**

After completing the Strategic Account Management and Client Development program, you'll receive an authentic digital badge from the #1 business school in Canada that employers will recognize.

As more and more companies look for candidates with specific skills, this badge on your CV will be a credible assurance of your achievements and expertise, allowing the right roles to find you faster.



## Advanced Badge

Shows that you're able to apply knowledge at a strategic, organizational level.

# Why a Certificate at **Schulich ExecEd?**

There will no longer be a single transition from graduation to work in one's life.

Because few of us have the same job for life, we constantly have to re-invent ourselves, learn new skills and adapt to the changing marketplace and business environment. Today's professionals and executives must be able to quickly develop and fine-tune personal business skills to adapt and grow.

## **We are #1 Business School in the country**

We have the privilege of being ranked #1 and teaching top students from around the world.

## **Our Program is Unique**

Distinction from growing competition in the job market.

## **We Provide a Combination of Skill Specialization & Range**

Deepen your current skills and acquire new ones.



# About Schulich ExecEd

At Schulich ExecEd, the professional development arm of the world class Schulich School of Business, all our programs are non-degree, mid-career acclaimed qualification that employers recognize and that you can add to your CV.

## We provide:

- Short program building an individual business' skills that have transferrable industry recognized credentials for that skill
- Certificate programs build a wider skill set with a number of key skills
- Masters Certificates are an intense dive into Leadership, Management or specific Business skillsets. This is our highest mid-career professional development business school certification

## Key Stats:

- Ranked #1 business school in Canada
- Ranked #12 in global MBA ranking
- Educated over 80,000 professionals across the world.
- Delivered over 4,000 programs virtually and in-person
- 96% of our graduates used knowledge or skills from the program on the job
- 87% of our graduates reported improved job performance
- Worked with over 500 companies worldwide

Over 450 leading faculty in areas of management, leadership, communications, finance, marketing, business development and strategy





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