



KEY ACCOUNT MANAGEMENT WORKSHOP

15th – 16th April 2026

Venue: Protea Hotel Marriott by Balalaika, Sandton

INTRODUCTION

In today's competitive market, organisations must prioritise the right customer relationships. This workshop gives a clear and practical approach to Key Account Management. Participants learn how to manage, grow, and protect high-value accounts using proven tools and methods.

OBJECTIVES

- Implement a complete key account management framework.
- Segment and prioritise accounts using proven methods.
- Develop customized strategies for priority accounts.
- Strengthen client relationships through consultative selling.
- Construct and implement practical key account plans.
- Measure success using KPIs and performance tracking.
- Build long-term, mutually beneficial customer relationships.

TRAINING METHODOLOGY

- Short focused presentations
- Real-world case studies
- Group work and individual exercises
- Role plays and facilitator interaction
- Constructive feedback to reinforce learning

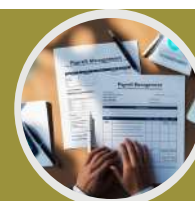
WHO SHOULD ATTEND

Business Development Professionals, Key Account Managers, Strategic Account Managers, Senior Sales Staff, Sales and Marketing Managers, and Sales and Marketing Directors.

Contact Us

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SPEAKER PROFILE



Nic Gildenhuis

Nic Gildenhuis brings over 25 years of senior experience in the South African banking and corporate sectors, where he has led major projects in business process re-engineering, corporate governance, and strategic planning. As Director of Problem Facilitation (Pty) Ltd, he has partnered with organisations such as Standard Merchant Bank, Anglo American, and the South African Civil Aviation Authority. A respected facilitator and conference speaker, Nic is known for making complex concepts practical and engaging. His expertise in strategy development and performance management has helped South African organisations strengthen client relationships and achieve sustainable growth.

Nic Gildenhuis is a seasoned facilitator and strategist with more than 25 years of senior experience in the South African banking and corporate sectors. He spent over two decades at Nedcor Bank in roles ranging from Business Analyst to Project Manager, where he successfully led initiatives that improved operational efficiency and enhanced client service.

For the past 26 years, Nic has served as Director of Problem Facilitation (Pty) Ltd, working with leading organisations such as Standard Merchant Bank, Bankserve, Anglo American, and the South African Civil Aviation Authority. His expertise spans business process re-engineering, balanced scorecard implementation, corporate governance, and strategic planning. Nic has played a pivotal role in helping organisations align their strategies with measurable performance outcomes, fostering accountability and sustainable growth.

Beyond his consulting work, Nic is a respected facilitator and international conference speaker. He has chaired and presented at major events including the Africa Director's Summit and the Beyond the Balanced Scorecard Conference, where his thought leadership on electronic banking, stress management, and performance measurement has been widely recognised.

Known for his engaging and practical facilitation style, Nic makes complex concepts accessible and relevant to real-world challenges. His training sessions consistently receive praise for their clarity, energy, and impact, equipping professionals to strengthen client relationships, manage key accounts strategically, and drive long-term business success.

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COURSE OUTLINE

Day 1 – Foundations of Key Account Management

- 08:30 – 09:00** Registration and coffee
- 09:00 – 09:30** Welcome, objectives, and workshop overview
- 09:30 – 10:30** What is Key Account Management and why it matters
- 10:30 – 10:45** Tea break
- 10:45 – 11:45** Selecting and classifying key accounts
- 11:45 – 12:45** Developing a Key Account Management strategy
- 12:45 – 13:30** Lunch
- 13:30 – 14:30** Pitfalls and traps to avoid in account selection
- 14:30 – 15:30** Case study: Successful KAM strategies
- 15:30 – 15:45** Tea break
- 15:45 – 16:45** Group exercise: Drafting a key account plan
- 16:45 – 17:00** Wrap-up and reflections

Day 2 – Strategy and Execution

- 08:30 – 09:00** Arrival coffee
- 09:00 – 09:30** Recap of Day 1 and setting the tone for Day 2
- 09:30 – 10:30** Understanding key accounts: decision-making, drivers, and internal politics
- 10:30 – 10:45** Tea break
- 10:45 – 12:15** Using AI to analyze customer behavior, stakeholder maps, buying signals and account intelligence
- 12:15 – 13:00** Building compelling value propositions using real account intelligence
- 13:00 – 13:45** Lunch
- 13:45 – 14:45** Advanced negotiation and influencing skills
- 14:45 – 15:30** Role play: Handling client objections and challenges
- 15:30 – 15:45** Tea break
- 15:45 – 16:30** Driving growth through cross-selling and upselling
- 16:30 – 16:50** Measuring success: KPIs and performance tracking
- 16:50 – 17:00** Personal action planning, closing remarks and next steps



