

## WORKSHOP ON

# STRATEGIC KEY ACCOUNT MANAGEMENT



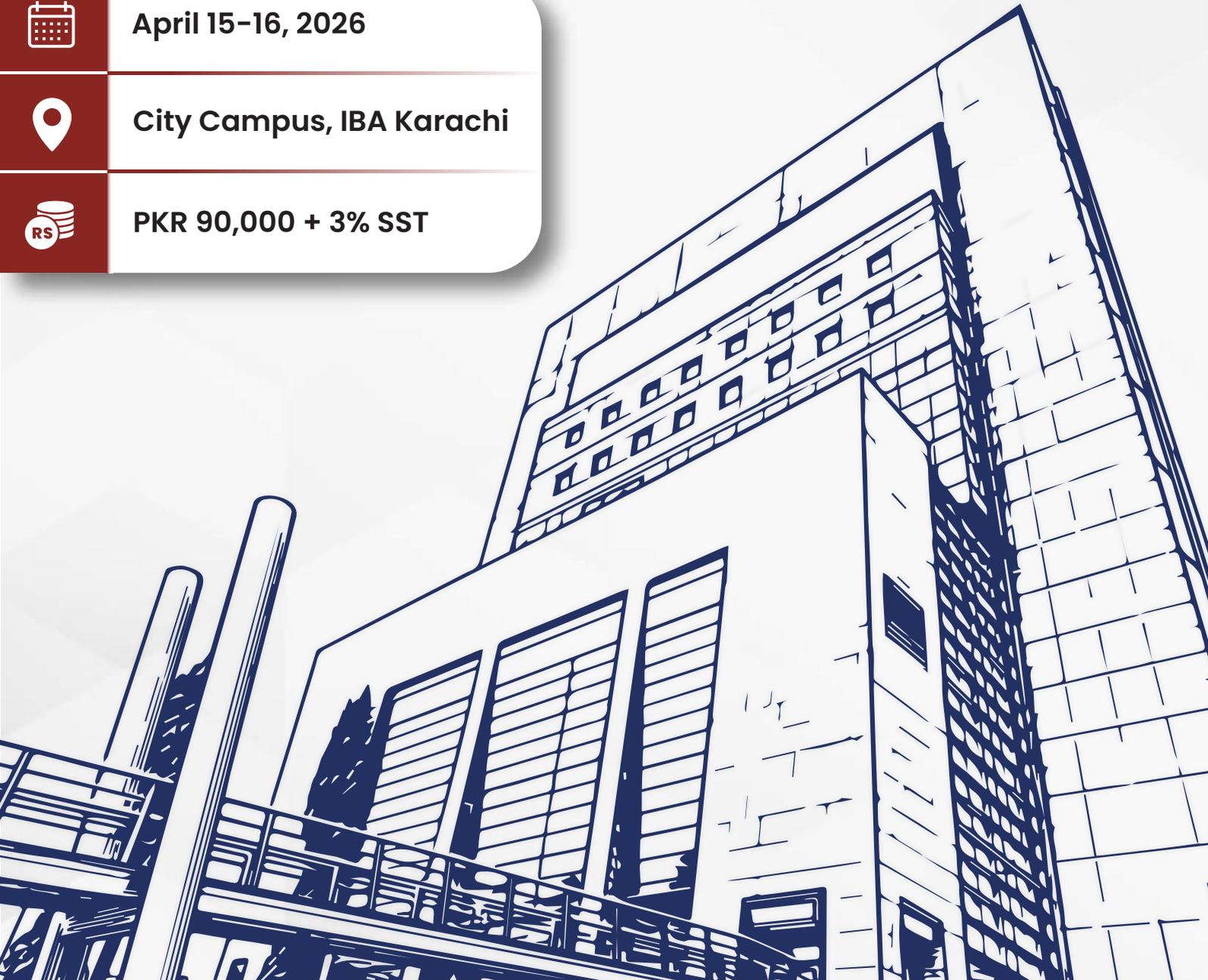
April 15-16, 2026



City Campus, IBA Karachi



PKR 90,000 + 3% SST



# Trainers Profile



Syed Atif Murtaza Qaiser is a Faculty Member at the Institute of Business Administration (IBA), Karachi, and a commercial capability consultant working with leading organizations across FMCG, Telecom, Banking, Energy, and Technology sectors.

He previously served as Key Accounts Manager – South at Nestlé Pakistan, where he managed major enterprise customers and led strategic commercial negotiations. His expertise includes Sales Strategy, Key Account Management, Business Acumen, and Commercial Leadership. His programs combine practical industry experience with academic rigor and are recognized for being structured, actionable, and results-driven.

## Program Overview

This two-day executive workshop enables commercial and sales leaders to adopt a structured approach to managing strategic accounts as long-term business partnerships rather than transactional relationships. Participants will learn how to identify, prioritize, and grow key accounts using financial analysis, stakeholder mapping, value proposition development, and advanced negotiation strategies. The program integrates global best-practice frameworks with hands-on tools and simulations to help participants drive sustainable growth, enhance profitability, and strengthen enterprise-level relationships.

# Agenda

## Day 1

| Start Time | End Time | Session                                 |
|------------|----------|---|
| 9:00       | 9:30     | Welcome and Context Setting             |
| 9:30       | 10:45    | Strategic Role of KAM                   |
| 10:45      | 11:00    | Break                                   |
| 11:00      | 12:15    | Account Segmentation and Prioritization |
| 12:15      | 1:15     | Stakeholder Mapping Exercise            |
| 1:15       | 2:15     | Lunch                                   |
| 2:15       | 3:30     | Financial Acumen for Key Accounts       |
| 3:30       | 3:45     | Break                                   |
| 3:45       | 4:45     | Value Proposition Design Workshop       |
| 4:45       | 5:00     | Reflection and Close                    |

## Day 2

| Start Time | End Time | Session                                  |
|------------|----------|--|
| 9:00       | 9:30     | Recap                                    |
| 9:30       | 10:45    | Strategic Account Planning Framework     |
| 10:45      | 11:00    | Break                                    |
| 11:00      | 12:30    | Advanced Negotiation Simulation          |
| 12:30      | 1:30     | Lunch                                    |
| 1:30       | 2:30     | Managing Conflict and Internal Alignment |
| 2:30       | 2:45     | Break                                    |
| 2:45       | 3:45     | Growth Strategy and Share Expansion      |
| 3:45       | 4:30     | KPIs and Governance Dashboard            |
| 4:30       | 5:00     | 90-Day Action Planning and Closing       |

# Topics Covered

- Strategic role of Key Account Management
- Identifying and prioritizing key accounts
- Account profitability and financial analysis
- Stakeholder mapping and influence strategy
- Value proposition development
- Strategic account planning framework
- Advanced negotiation and influence techniques
- Managing complex stakeholders and conflict
- Growth strategies: upselling and cross-selling
- KPIs and governance for key accounts

## Who should attend?

- Key Account Managers
- National / Regional Sales Managers
- Business Development Managers
- Commercial and Strategy Managers
- Trade Marketing and Category Managers
- Professionals managing enterprise clients

## How will you benefit from this workshop?

- Develop structured Key Account Plans
- Improve account profitability and margin focus
- Strengthen negotiation capability and confidence
- Map and influence multiple stakeholders effectively
- Transition from price-based to value-based selling
- Align internal teams around key accounts
- Create a measurable 90-day account action plan



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