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MSS
MAKING STRONG SUCCESS

STRATEGIC ACCOUNT MANAGEMENT TRAINING IN THE PHILIPPINES

ACCOUNT TO ADVANTAGE

Practical Strategic Account Planning, Stakeholder Management, Value Creation, Retention, and Sustainable Account Growth

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TRAINING OVERVIEW

An organization's largest or most important customers should not be managed in the same way as ordinary transactional accounts.

Strategic accounts may contribute substantial revenue, influence market reputation, open access to new industries, create recurring business, provide long-term growth opportunities, or involve complex relationships that would be difficult and costly to replace.

However, many account managers remain focused mainly on:

- Processing customer requests;
- preparing quotations;
- following up on orders;
- responding to complaints;
- maintaining personal relationships;
- defending existing revenue;
- offering discounts;
- renewing contracts; or
- waiting for customers to identify new opportunities.

These activities may keep the account operational, but they do not automatically make the account strategic.

Effective Strategic Account Management requires the account manager and the wider organization to understand:

- Why the account is strategically important;
- what the customer is trying to achieve;
- how the customer's business is changing;
- who influences decisions;
- where value is being created or lost;
- what opportunities remain undeveloped;
- what risks may threaten the relationship;
- how internal departments must work together;
- how both organizations can achieve mutually beneficial outcomes; and
- what actions are required to protect and grow the partnership.

Strategic account managers should therefore operate as:

- Business advisers;

- relationship architects;
- opportunity developers;
- customer advocates;
- internal coordinators;
- value communicators;
- risk managers; and
- growth partners.

Common Strategic Account Management challenges include:

- Selecting accounts mainly because of current revenue;
- treating too many customers as strategic accounts;
- relying heavily on one customer contact;
- lacking access to decision-makers and senior stakeholders;
- reacting to requests rather than shaping opportunities;
- understanding the customer's purchases but not its business;
- maintaining relationships without generating measurable value;
- offering discounts instead of developing stronger solutions;
- failing to identify account risks early;
- allowing different departments to make inconsistent commitments;
- managing opportunities individually without an overall account strategy;
- lacking clear account objectives and action plans;
- failing to coordinate sales, operations, finance, service, and management;
- overlooking cross-selling and expansion opportunities;
- conducting account reviews that focus only on historical sales;
- allowing relationship knowledge to remain only in one person's head;
- measuring account success only through revenue; or
- becoming overly dependent on a major customer without protecting profitability.

Account to Advantage: Strategic Account Management Training in the Philippines equips account managers, sales professionals, business-development personnel, customer-success teams, commercial leaders, and cross-functional account teams with the mindset, tools, and disciplines needed to manage strategically important customers.

Participants learn how to:

- Identify and prioritize true strategic accounts;
- evaluate account attractiveness and organizational fit;
- understand the customer's business environment and priorities;
- distinguish account needs from individual opportunities;
- map stakeholders, influence, relationships, and decision authority;
- assess the strength and vulnerability of customer relationships;
- develop account objectives and growth strategies;
- identify cross-selling, upselling, retention, and co-creation opportunities;
- connect the organization's capabilities with customer value;

- coordinate internal teams around one account strategy;
- manage risks, commitments, profitability, and expectations;
- conduct meaningful strategic account reviews;
- build executive-level relationships;
- track account health and performance; and
- create a practical Strategic Account Plan.

The program introduces the **MSS A.C.C.O.U.N.T. Strategic Account Management Framework**:

- **A — Assess Account Value and Strategic Fit**
- **C — Clarify the Customer's Business and Priorities**
- **C — Connect Stakeholders and Strengthen Relationships**
- **O — Organize the Account Strategy and Growth Opportunities**
- **U — Unite Internal Teams Around Customer Value**
- **N — Navigate Risks, Value, Negotiations, and Commitments**
- **T — Track Account Health, Performance, and Next Actions**

Following MSS Corporation's **EnterTRAINment** methodology, this **Training on Strategic Account Management in the Philippines** minimizes lecture-heavy instruction. Participants analyze strategic accounts, map stakeholders, identify account opportunities and risks, develop value propositions, coordinate cross-functional actions, conduct account reviews, and produce a Strategic Account Plan that may be applied after the program.

The training may be customized according to the client's industry, products, services, customer segments, account-selection criteria, sales cycle, decision process, contract structure, pricing model, profitability requirements, customer relationship management system, performance scorecard, and actual anonymized strategic accounts.

TRAINING GOAL

To equip participants with the strategic mindset, customer-business understanding, relationship-management capability, account-planning tools, value-creation methods, cross-functional coordination disciplines, and performance-management practices needed to retain, strengthen, protect, and grow strategically important customer accounts.

TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. **Explain** the role of Strategic Account Management in customer retention, revenue protection, opportunity development, relationship growth, and long-term organizational success;
2. **Differentiate** Strategic Account Management from ordinary account management, key account management, customer service, customer success, relationship selling, and opportunity management;
3. **Identify** the characteristics of a genuinely strategic account;

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4. **Evaluate** accounts according to current value, future potential, strategic fit, relationship strength, profitability, risk, and resource requirements;
5. **Prioritize** accounts according to an organization-approved selection and segmentation process;
6. **Understand** the customer's business model, industry environment, strategic objectives, operational challenges, decision criteria, and competitive pressures;
7. **Map** customer stakeholders according to role, influence, authority, interest, relationship strength, attitude, and information needs;
8. **Recognize** relationship concentration, stakeholder gaps, competitive threats, and succession risks within an account;
9. **Define** clear strategic account objectives covering retention, growth, profitability, relationship development, value creation, risk reduction, and customer outcomes;
10. **Identify** opportunities for account penetration, cross-selling, upselling, renewal, innovation, process improvement, and joint value creation;
11. **Translate** organizational capabilities into relevant customer value;
12. **Develop** account-specific value propositions based on the customer's priorities and desired outcomes;
13. **Coordinate** sales, operations, customer service, finance, technical, marketing, legal, and leadership stakeholders around one account strategy;
14. **Clarify** internal roles, account ownership, commitments, escalation routes, and decision authority;
15. **Manage** account risks involving competition, profitability, dependency, service failure, changing stakeholders, contract renewal, customer dissatisfaction, and internal delivery;
16. **Conduct** strategic account reviews focused on future actions rather than historical sales reporting alone;
17. **Use** appropriate indicators for measuring account health, relationship strength, opportunity development, profitability, retention, and customer value;
18. **Prepare** a complete and actionable Strategic Account Plan;
19. **Present** the account strategy to internal decision-makers and cross-functional partners; and
20. **Develop** a 30-, 60-, or 90-day account-execution plan.

LEARNING DOMAINS ADDRESSED

Cognitive Domain
Participants understand strategic account selection, customer-business analysis, stakeholder mapping, account planning, value creation, opportunity development, risk management, internal coordination, and performance measurement.

Affective Domain
Participants strengthen customer curiosity, strategic thinking, long-term orientation, accountability, collaboration, commercial discipline, value consciousness, and ownership of account outcomes.

Psychomotor and Behavioral Domain
Participants evaluate accounts, research customer situations, map stakeholders, formulate account objectives, identify opportunities, design value propositions, prioritize actions, present account strategies, and conduct account reviews.

FROM POINT A TO POINT B

Point A: Before the Training

Participants may:

- Treat every large customer as a strategic account;
- select accounts based only on present revenue;
- maintain relationships without a clear growth strategy;
- depend heavily on one contact;
- know what customers purchase but not what their businesses need;
- react mainly to inquiries and requests;
- focus on individual sales opportunities rather than the complete account;
- prepare quotations without understanding the customer's strategic priorities;
- communicate mainly with procurement or operational contacts;
- lack access to executives and decision-makers;
- offer discounts to protect the relationship;
- overlook account profitability;
- miss cross-selling and expansion opportunities;
- maintain account knowledge only through memory;
- allow different departments to communicate inconsistent commitments;
- hold account meetings without decisions or action ownership;
- discover customer dissatisfaction too late;
- manage renewals only when contracts are about to expire;
- fail to identify competitors inside the account;
- assume that a good personal relationship guarantees retention;
- measure account performance mainly through sales revenue; or
- lack a documented account plan.

Point B: After the Training

Participants should be better able to:

- Distinguish strategic accounts from ordinary accounts;
- evaluate accounts using objective criteria;
- focus resources on accounts with strong strategic fit;
- understand the customer's organization and business priorities;
- identify customer challenges, risks, and opportunities;
- build relationships across different levels and functions;
- reduce dependence on a single contact;
- develop clear account objectives;
- identify defend, retain, grow, and transform strategies;
- connect products and services with measurable customer value;
- uncover cross-selling, upselling, renewal, and co-creation opportunities;

- assess account profitability and resource requirements;
- anticipate competitive and relationship risks;
- align internal teams around one customer strategy;
- clarify responsibilities and commitments;
- conduct forward-looking account reviews;
- track account health using balanced measures;
- protect customer trust without unnecessary discounting;
- preserve institutional account knowledge; and
- execute a structured Strategic Account Plan.

ORGANIZATIONAL CHALLENGES ADDRESSED

This **SAM Training in the Philippines** may help organizations address situations such as:

- A small number of customers contribute a large percentage of revenue;
- major accounts are managed reactively;
- account managers focus mainly on orders and quotations;
- strategic customers are not clearly identified;
- too many customers receive “key account” status;
- strategic accounts are assigned without selection criteria;
- account relationships depend on one employee or customer contact;
- the organization lacks executive-level customer relationships;
- account managers struggle to understand the customer’s business;
- competitors are gaining access to important stakeholders;
- large customers repeatedly demand discounts;
- customer revenue grows while profitability declines;
- account managers cannot identify new growth opportunities;
- existing customers purchase only one part of the organization’s portfolio;
- renewals are managed too late;
- customer commitments are not coordinated internally;
- operational failures threaten strategic relationships;
- different departments maintain separate customer information;
- account plans are incomplete, outdated, or not executed;
- account reviews focus only on sales history;
- customer satisfaction is assumed rather than measured;
- strategic customers receive inconsistent service;
- leadership lacks visibility into account risks;
- account managers are commercially active but not strategically effective; or
- the company wants a repeatable Strategic Account Management process.

WHAT STRATEGIC ACCOUNT MANAGEMENT MEANS

Strategic Account Management is a structured, long-term approach to protecting, developing, and creating mutual value with customers that are strategically important to the organization.

It goes beyond maintaining customer satisfaction or completing individual transactions.

Strategic Account Management may involve:

- Strategic account selection;
- account segmentation;
- customer-business analysis;
- stakeholder mapping;
- relationship development;
- account planning;
- opportunity portfolio management;
- value creation;
- executive sponsorship;
- cross-functional coordination;
- risk management;
- profitability management;
- retention and renewal;
- cross-selling and expansion;
- joint planning;
- innovation;
- performance reviews; and
- long-term partnership development.

A strategic account should normally receive differentiated attention because of its importance, potential, complexity, influence, or relationship value—not merely because it is large.

STRATEGIC ACCOUNT MANAGEMENT VERSUS RELATED ACTIVITIES

Ordinary Account Management
Ordinary account management focuses on maintaining customer communication, responding to needs, processing business, resolving concerns, and sustaining ongoing transactions.

Strategic Account Management adds long-term account objectives, stakeholder strategy, growth planning, risk management, cross-functional coordination, and joint value creation.

Key Account Management
Key Account Management and Strategic Account Management are often used interchangeably.

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Some organizations classify important customers as key accounts and reserve the term strategic accounts for a smaller group requiring deeper executive involvement, customized resources, long-term collaboration, and significant organizational commitment.

Customer Relationship Management
Customer Relationship Management may refer to the processes and systems used to record customer interactions, opportunities, activities, and information.

Strategic Account Management uses CRM data but requires judgment, planning, relationship development, and coordinated execution beyond the system itself.

Customer Success
Customer success focuses on helping customers realize the intended outcomes from a product or service.

Strategic Account Management may include customer-success responsibilities while also covering commercial growth, relationship expansion, profitability, renewal, competitive positioning, and account strategy.

Opportunity Management
Opportunity management focuses on advancing a specific potential sale.

Strategic Account Management manages the entire customer relationship and portfolio of opportunities over time.

Customer Service
Customer service addresses inquiries, requests, complaints, transactions, and support needs.

Excellent service is essential to account retention, but Strategic Account Management extends into business understanding, planning, value creation, relationship architecture, and account growth.

CHARACTERISTICS OF A STRATEGIC ACCOUNT

A strategic account may be important because of one or more of the following:

- Significant current revenue;
- strong future revenue potential;
- attractive profitability;
- recurring or long-term business;
- strategic market access;
- influence within an industry;
- strong brand or reputational value;
- access to new technologies or capabilities;
- potential for innovation;
- geographic expansion opportunities;
- access to other customers or networks;

- strong fit with organizational strategy;
- potential for wider product or service adoption;
- joint-development opportunities;
- long-term partnership potential; or
- high cost or difficulty of replacement.

Large revenue alone does not automatically make an account strategically attractive.

An account may generate high revenue but also involve:
- Low profitability;
- excessive service requirements;
- constant discount pressure;
- poor strategic fit;
- high credit risk;
- difficult contract conditions;
- limited growth potential;
- reputational risk; or
- unsustainable dependence.

STRATEGIC ACCOUNT SELECTION

Organizations should establish objective criteria for selecting strategic accounts.

Possible criteria include:
Present Value
- Revenue;
- profitability;
- purchase volume;
- contract duration;
- payment behavior; and
- current product or service adoption.

Future Potential
- Customer growth;
- new locations;
- investment plans;
- expansion opportunities;
- cross-selling possibilities;
- innovation potential; and
- future demand.

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Strategic Fit

- Alignment with the organization's direction;
- relevant industry;
- capability fit;
- reputation;
- market influence;
- geographic fit; and
- partnership potential.

Relationship Position

- Access to decision-makers;
- trust;
- customer satisfaction;
- relationship breadth;
- relationship depth;
- competitive standing; and
- executive sponsorship.

Risk and Resource Requirements

- Service complexity;
- cost to serve;
- dependency;
- contractual exposure;
- credit risk;
- operational risk;
- concentration risk; and
- internal resources required.

THE MSS A.C.C.O.U.N.T. STRATEGIC ACCOUNT MANAGEMENT FRAMEWORK

A — Assess Account Value and Strategic Fit

The account manager should determine:

- Why the account matters;
- its present and potential value;
- its profitability;
- its strategic alignment;
- its influence;
- its resource requirements;
- its risks; and
- whether it deserves strategic-account status.

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Possible Account Categories

- **Invest and Grow** — High strategic value and strong potential;
- **Protect and Retain** — High current value requiring defense;
- **Develop Selectively** — Moderate current value with promising potential;
- **Maintain Efficiently** — Stable value requiring appropriate service;
- **Reconsider or Exit** — Low strategic fit, weak profitability, or unacceptable risk.

The categories should be adapted to the organization's business model.

C — Clarify the Customer's Business and Priorities

Strategic account managers should understand:

- The customer's business model;
- sources of revenue;
- customer segments;
- strategic objectives;
- industry environment;
- operational priorities;
- major challenges;
- competitive pressures;
- financial concerns;
- transformation initiatives;
- decision criteria;
- supplier expectations; and
- future direction.

Customer-Business Questions

- What is the customer trying to achieve?
- What changes are affecting the customer?
- Where does the customer experience cost, delay, risk, or inefficiency?
- What outcomes matter to senior leaders?
- What pressures influence purchasing decisions?
- What would make the partnership more valuable?
- What could cause the customer to leave?
- What opportunities can both organizations pursue together?

C — Connect Stakeholders and Strengthen Relationships

Strategic relationships should extend beyond one contact.

Stakeholder mapping may consider:

- Role;
- department;

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- authority;
- influence;
- interest;
- decision involvement;
- relationship strength;
- attitude toward the organization;
- priorities;
- concerns;
- preferred communication; and
- required engagement strategy.

Possible Stakeholder Roles

- Economic buyer;
- decision-maker;
- technical evaluator;
- operational user;
- procurement representative;
- financial approver;
- legal or compliance reviewer;
- executive sponsor;
- internal champion;
- neutral stakeholder;
- blocker;
- gatekeeper; or
- influencer.

Relationship Risk

An account becomes vulnerable when:

- Only one relationship exists;
- the key contact leaves;
- relationships are limited to procurement;
- competitors have stronger executive access;
- users are dissatisfied;
- decision-makers do not understand the organization’s value; or
- the relationship is personal rather than institutional.

O — Organize the Account Strategy and Growth Opportunities

The account strategy should define:

- Desired account position;
- retention objectives;
- growth objectives;
- profitability objectives;

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- stakeholder objectives;
- customer-value objectives;
- risk-reduction priorities;
- opportunity portfolio;
- required capabilities;
- key actions;
- timelines; and
- success measures.

Possible Strategic Directions

- Defend the current position;
- restore customer confidence;
- strengthen relationship coverage;
- renew or extend the contract;
- increase product or service adoption;
- cross-sell complementary solutions;
- expand to new departments or locations;
- develop new decision-maker relationships;
- improve account profitability;
- create a joint improvement initiative;
- become a preferred partner; or
- reduce unhealthy account dependence.

U — Unite Internal Teams Around Customer Value

Strategic accounts are rarely managed successfully by the account manager alone.

Possible internal contributors include:

- Sales;
- operations;
- customer service;
- finance;
- marketing;
- technical teams;
- product teams;
- logistics;
- legal;
- compliance;
- information technology;
- quality assurance;
- senior management; and
- executive sponsors.

Internal alignment should clarify:

- Account leadership;
- responsibilities;
- customer commitments;
- decision authority;
- escalation routes;
- service standards;
- commercial conditions;
- resource allocation;
- communication protocols; and
- performance expectations.

The customer should experience one coordinated organization—not separate departments with conflicting priorities.

N — Navigate Risks, Value, Negotiations, and Commitments

Strategic account managers should identify and manage risks involving:

- Customer dissatisfaction;
- service failure;
- contract renewal;
- aggressive competitors;
- declining profitability;
- excessive discounting;
- changing decision-makers;
- delayed payments;
- concentration;
- operational dependency;
- legal and compliance exposure;
- unrealistic commitments;
- capacity limitations; and
- reputational impact.

Value Protection

The account manager should communicate:

- The customer outcomes created;
- problems prevented;
- risks reduced;
- time saved;
- productivity improved;
- revenue supported;
- quality strengthened;
- convenience provided; and
- strategic value generated.

Negotiations should protect both the customer relationship and the organization's ability to deliver sustainably.

T — Track Account Health, Performance, and Next Actions
Strategic account reviews should examine more than historical revenue.

Possible review areas include:

- Account objectives;
- relationship health;
- stakeholder access;
- customer satisfaction;
- service performance;
- current opportunities;
- white-space opportunities;
- renewal status;
- account profitability;
- competitive position;
- major risks;
- commitments;
- internal actions;
- customer actions;
- decisions required; and
- next milestones.

Every review should end with:

- Clear actions;
- accountable owners;
- deadlines;
- required support; and
- expected outcomes.

STRATEGIC ACCOUNT PLANNING

A complete Strategic Account Plan may include:

1. Account profile;
2. account-selection basis;
3. current revenue and profitability;
4. customer-business overview;
5. customer objectives and priorities;
6. industry and competitive context;
7. current products and services;
8. relationship history;

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9. stakeholder map;
10. relationship-health assessment;
11. competitive position;
12. account strengths and vulnerabilities;
13. customer-value analysis;
14. retention objectives;
15. growth objectives;
16. opportunity portfolio;
17. risk register;
18. internal account team;
19. executive sponsorship;
20. action plan;
21. performance measures; and
22. review schedule.

The account plan should be a working decision tool—not merely a document prepared once and stored.

CUSTOMER STAKEHOLDER MAPPING

A stakeholder map helps answer:

- Who matters to the account?
- Who makes or influences decisions?
- Who uses the solution?
- Who controls the budget?
- Who supports the relationship?
- Who may resist?
- Who has access to senior leadership?
- Where are the relationship gaps?
- Which stakeholders are competitors engaging?
- What relationship should be developed next?

Participants learn to avoid treating every contact as equally influential.

ACCOUNT RELATIONSHIP LEVELS

Relationships may exist at different levels:

Transactional Relationship
The customer buys based mainly on price, availability, specifications, or convenience.

Reliable-Supplier Relationship
The organization is trusted to deliver consistently.

Preferred-Provider Relationship
The customer favors the organization over alternatives.

Consultative Relationship
The customer seeks advice and involves the organization earlier.

Strategic-Partner Relationship
Both organizations collaborate on long-term priorities, innovation, value creation, and mutual success.

Not every account needs to become a strategic partnership. The appropriate relationship level should reflect the value, potential, and resources involved.

VALUE CREATION IN STRATEGIC ACCOUNTS

Value may be created through:

- Revenue growth;
- cost reduction;
- productivity;
- process improvement;
- risk reduction;
- better quality;
- faster turnaround;
- improved customer experience;
- employee capability;
- compliance;
- innovation;
- convenience;
- business continuity;
- market expansion;
- operational visibility; or
- stronger decision-making.

The account manager should identify which value dimensions matter most to the customer.

ACCOUNT GROWTH OPPORTUNITIES

Possible opportunities include:

Cross-Selling
Introducing relevant products or services not currently used by the customer.

Upselling
Moving the customer to a broader or higher-value solution where appropriate.

Account Penetration
Expanding into additional departments, branches, locations, business units, or affiliates.

Renewal and Extension
Protecting recurring revenue through early value review and contract planning.

Co-Creation
Working with the customer to design improvements, innovations, or new solutions.

Referral and Network Expansion
Gaining access to related companies, partners, or customer networks where appropriate.

Process Integration
Deepening the relationship through coordinated systems, workflows, or service arrangements.

Growth should be based on genuine customer value—not merely additional selling pressure.

MANAGING ACCOUNT PROFITABILITY

Revenue alone does not show account quality.

Account profitability may be affected by:

- Discounts;
- customized requirements;
- delivery frequency;
- special handling;
- employee time;
- technical support;
- travel;
- rework;
- returns;

- payment delays;
- contract penalties;
- administrative burden;
- service recovery;
- scope expansion; and
- unrecorded commitments.

Strategic account managers should understand the organization's approved profitability measures and commercial boundaries.

EXECUTIVE SPONSORSHIP

An executive sponsor may help:
- Strengthen senior relationships;
- understand strategic direction;
- remove internal barriers;
- support difficult decisions;
- reinforce the importance of the account;
- manage major risks;
- coordinate resources; and
- participate in strategic reviews.

Executive involvement should be purposeful and coordinated with the account manager.

ONE-DAY STRATEGIC ACCOUNT MANAGEMENT TRAINING OUTLINE

Time	Modules and Essential Topics	Major Activity and Participant Output
8:00 AM–10:00 AM	**MODULE 1: SELECT STRATEGICALLY—IDENTIFYING THE RIGHT ACCOUNTS AND BUSINESS PRIORITIES** **1. Understanding Strategic Account Management** • Strategic accounts versus ordinary accounts, key accounts, opportunities, and customer service • The account manager as business adviser, relationship architect, and growth partner	**Major Activity: Strategic Account Selection and Business Analysis Workshop** — Participants evaluate sample or anonymized accounts using agreed criteria, identify which accounts deserve strategic investment, and analyze the business priorities of one selected account. **Major Output:** Strategic Account Selection Matrix and Customer Business Profile

Time	Modules and Essential Topics	Major Activity and Participant Output
	2. Identifying Genuine Strategic Accounts • Current value, future potential, strategic fit, profitability, influence, and partnership potential • Avoiding revenue-only account selection **3. Segmenting and Prioritizing Accounts** • Invest and Grow, Protect and Retain, Develop Selectively, Maintain Efficiently, and Reconsider • Matching organizational resources with account value **4. Understanding the Customer's Business** • Business model, strategic objectives, industry pressures, priorities, risks, and decision criteria • Moving from product knowledge to customer-business insight **5. Introducing the MSS A.C.C.O.U.N.T. Framework** • Assess, Clarify, Connect, Organize, Unite, Navigate, and Track • Connecting the framework with the complete account-management process	
10:00 AM–10:15 AM	**MORNING BREAK**	
10:15 AM–12:00 NN	**MODULE 2: CONNECT WIDELY—MAPPING STAKEHOLDERS AND STRENGTHENING ACCOUNT RELATIONSHIPS** **1. Understanding the Customer's Decision Environment** • Economic buyers, users, technical evaluators, procurement, influencers, champions, blockers, and gatekeepers	**Major Activity: Stakeholder and Relationship Mapping Laboratory** — Participants build a stakeholder map for a strategic account, assess current relationship strength, identify concentration risks, and determine the next relationships that must be developed. **Major Output:** Strategic Account Stakeholder Map and Relationship Development Plan

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Time	Modules and Essential Topics	Major Activity and Participant Output
	• Formal authority versus informal influence **2. Stakeholder Mapping** • Role, authority, influence, interest, attitude, relationship strength, and communication needs • Identifying relationship gaps and vulnerabilities **3. Building Relationship Breadth and Depth** • Moving beyond one contact • Developing operational, functional, and executive relationships **4. Assessing Relationship Health** • Trust, access, satisfaction, responsiveness, advocacy, and competitive position • Recognizing warning signs before the relationship deteriorates **5. Planning Stakeholder Engagement** • Relationship objectives, key messages, value discussions, contact responsibilities, and next actions	
12:00 NN–1:00 PM	**LUNCH BREAK**	
1:00 PM–3:00 PM	**MODULE 3: CREATE MUTUAL VALUE—DEVELOPING THE ACCOUNT STRATEGY AND GROWTH OPPORTUNITIES** **1. Defining Strategic Account Objectives** • Retention, growth, profitability, relationship, customer-value, and risk objectives • Converting broad intentions into measurable account outcomes	**Major Activity: Account Strategy and Value-Creation Challenge** — Participants define account objectives, identify defend-and-grow opportunities, formulate a customer-specific value proposition, and prioritize strategic account risks. **Major Output:** Strategic Account Objectives, Opportunity Portfolio, Value Proposition, and Risk Register

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Time	Modules and Essential Topics	Major Activity and Participant Output
	2. Identifying Growth and White-Space Opportunities • Cross-selling, upselling, account penetration, renewal, extension, and co-creation • Prioritizing opportunities by value, fit, probability, timing, and resource requirements **3. Connecting Capabilities with Customer Priorities** • Customer outcomes, value drivers, evidence, and differentiation • Developing an account-specific value proposition **4. Protecting Value and Profitability** • Cost to serve, discounting, scope, commitments, and commercial boundaries • Balancing customer partnership with sustainable delivery **5. Managing Account Risks** • Competition, stakeholder change, dissatisfaction, renewal, operational failure, concentration, and profitability • Risk prevention, mitigation, contingency, and escalation	
3:00 PM–3:15 PM	**AFTERNOON BREAK**	
3:15 PM–5:00 PM	**MODULE 4: EXECUTE AS ONE TEAM—ALIGNING RESOURCES, REVIEWING PERFORMANCE, AND DRIVING ACTION** **1. Building the Internal Account Team** • Sales, operations, service, finance, technical, marketing, legal, and executive sponsorship • Account ownership, responsibilities, authority, and escalation	**Major Activity: Strategic Account Plan Presentation and Review Simulation —** Participants consolidate their analysis into a complete account strategy, present it to an internal review panel, receive feedback, and finalize immediate execution priorities. **Major Output:** MSS Strategic Account Plan and 30-, 60-, or 90-Day Account Execution Roadmap

Time	Modules and Essential Topics	Major Activity and Participant Output
	2. Coordinating Customer Commitments • Preventing conflicting promises and fragmented communication • Creating one coordinated customer experience **3. Conducting Strategic Account Reviews** • Customer changes, objectives, relationship health, opportunities, risks, profitability, and decisions • Moving from reporting meetings to decision-and-action meetings **4. Measuring Strategic Account Performance** • Revenue, profitability, retention, relationship coverage, customer value, opportunity progression, and action completion • Leading and lagging indicators of account health **5. Executing the Strategic Account Plan** • Priorities, actions, owners, milestones, resources, and review rhythm • 30-, 60-, or 90-day implementation planning	
5:00 PM	**PROGRAM CLOSING**	Learning synthesis, commitments, evaluation, and recommended next steps

MAJOR PARTICIPANT OUTPUTS

Participants are expected to complete:

1. **Strategic Account Selection Matrix and Customer Business Profile;**
2. **Strategic Account Stakeholder Map and Relationship Development Plan;**
3. **Strategic Account Objectives, Opportunity Portfolio, Value Proposition, and Risk Register;** and

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4. **MSS Strategic Account Plan and 30-, 60-, or 90-Day Account Execution Roadmap.**

SAMPLE STRATEGIC ACCOUNT SITUATIONS

Activities may be customized around situations such as:

- A large account producing substantial revenue but low profit;
- a customer relationship dependent on one contact;
- an upcoming contract renewal;
- an account being targeted aggressively by competitors;
- a customer purchasing only one product line;
- several departments serving the same customer independently;
- repeated service failures affecting trust;
- procurement demanding major price reductions;
- a new executive decision-maker entering the account;
- an internal champion leaving the customer organization;
- limited access to senior customer leaders;
- a customer expanding to new locations;
- an account with significant cross-selling potential;
- an account manager lacking customer-business knowledge;
- an account review focused only on historical sales;
- conflicting customer commitments made by different departments;
- declining customer engagement;
- strong relationships but stagnant revenue;
- rapid revenue growth creating capacity risk;
- an account requiring a customized solution;
- a customer seeking innovation or process improvement;
- several active opportunities competing for internal resources;
- an account with delayed payments;
- a strategic account threatening to switch suppliers; or
- an account that may no longer deserve strategic-account status.

TRAINING METHODS

The program follows MSS Corporation's **EnterTRAINment** training-design standard:

- Approximately **30% concise trainer input, demonstration, facilitated discussion, and synthesis**; and
- Approximately **70% account analysis, stakeholder mapping, opportunity identification, value development, risk assessment, strategic planning, review simulations, and workplace application**.

Methods may include:

- Strategic account self-assessment;
- account-selection exercises;

- account-segmentation workshop;
- customer-business analysis;
- stakeholder mapping;
- relationship-health assessment;
- account SWOT analysis;
- value-driver identification;
- white-space opportunity mapping;
- account-risk analysis;
- cross-functional alignment exercises;
- executive-review simulation;
- peer critique;
- facilitator coaching; and
- implementation planning.

Participants should use hypothetical or properly anonymized customer information during the training.

TARGET PARTICIPANTS

This **Strategic Account Management Training in the Philippines** is recommended for:

- Strategic account managers;
- key account managers;
- national account managers;
- corporate account managers;
- major account managers;
- senior account executives;
- business-development managers;
- sales managers;
- commercial managers;
- customer-success managers;
- relationship managers;
- territory managers;
- channel and partner managers;
- technical sales professionals;
- solutions consultants;
- client-service leaders;
- customer-experience managers;
- sales supervisors;
- department heads serving major customers;
- executive sponsors; and
- cross-functional employees supporting strategic accounts.

RECOMMENDED NUMBER OF PARTICIPANTS

A class size of approximately **12 to 20 participants** is recommended for account-planning workshops, stakeholder mapping, individualized feedback, and strategic account presentations.

Groups of up to approximately 25 participants may be accommodated through account teams, structured breakout activities, additional facilitators, or advance account assignments.

DELIVERY OPTIONS

The program may be delivered through:

- Face-to-face in-house training;
- offsite corporate training;
- live virtual instructor-led training;
- hybrid training;
- public seminar;
- sales academy;
- account-manager onboarding;
- strategic account planning workshop;
- key account review;
- commercial capability program;
- cross-functional account-team workshop; or
- customized training-and-consultancy engagement.

AVAILABLE PROGRAM FORMATS

Half-Day Strategic Account Management Fundamentals
Recommended for:

- Strategic account selection;
- customer-business understanding;
- stakeholder mapping;
- account objectives; and
- immediate action planning.

The half-day version contains exactly two modules.

One-Day Strategic Account Management Training
Recommended for the complete MSS A.C.C.O.U.N.T. Framework, including account selection, customer-business analysis, stakeholder mapping, opportunity development, risk management, cross-functional coordination, and Strategic Account Plan preparation.

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Two-Day Strategic Account Management Workshop
Recommended when the organization requires:

- Detailed account research;
- account-level financial analysis;
- deeper stakeholder mapping;
- multiple strategic accounts;
- advanced value-proposition development;
- opportunity portfolio planning;
- competitor analysis;
- executive sponsorship;
- account profitability review;
- account-plan presentations; and
- individualized facilitator coaching.

Separate Account Manager and Leader Sessions
The account-manager program focuses on planning and execution.

The leadership program may include:

- Strategic account governance;
- account-selection standards;
- resource allocation;
- executive sponsorship;
- internal coordination;
- account-review facilitation;
- profitability oversight;
- risk escalation;
- coaching; and
- performance scorecards.

Strategic Account Management Learning Journey
May include:

- Pre-program account assessment;
- account-selection workshop;
- core SAM training;
- Strategic Account Plan development;
- one-on-one account coaching;
- executive account-plan reviews;
- stakeholder-engagement clinics;
- opportunity-pipeline review;
- account-health scorecards;
- refresher sessions; and
- post-program recommendations.

CUSTOMIZATION OPTIONS

This **Training on Managing Accounts Strategically in the Philippines** may be customized using:

- The organization's strategic-account criteria;
- account segmentation;
- products and services;
- customer industries;
- existing account plans;
- revenue and profitability measures;
- stakeholder information;
- current contracts;
- customer-service standards;
- opportunity pipeline;
- account risks;
- renewal schedules;
- pricing and discount authority;
- executive sponsorship process;
- cross-functional structure;
- customer relationship management system;
- account-review format;
- performance scorecard;
- anonymized customer cases; and
- actual recurring account-management challenges.

All customer information, commercial data, contractual details, commitments, and account strategies should be approved and appropriately anonymized by the client before training use.

POSSIBLE STRATEGIC ACCOUNT MANAGEMENT PERFORMANCE MEASURES

Possible indicators include:

- Strategic-account retention rate;
- renewal rate;
- revenue growth;
- gross margin or account profitability;
- share of customer spend;
- cross-selling and upselling;
- opportunity-pipeline value;
- opportunity conversion;
- contract extension;
- customer satisfaction;
- relationship-health score;

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- executive access;
- stakeholder coverage;
- product or service adoption;
- customer-value realization;
- service-performance results;
- account-risk exposure;
- account-plan action completion;
- forecast accuracy;
- payment performance;
- issue-resolution effectiveness; and
- strategic-account dependency.

Measures should be interpreted together. Revenue growth alone may conceal declining profitability, excessive dependency, poor customer satisfaction, or unsustainable service requirements.

PROFESSIONAL, ETHICAL, AND OPERATIONAL BOUNDARIES

This program develops general Strategic Account Management capability. It does not provide:

- Legal advice;
- formal account valuation;
- financial audit;
- customer credit assessment;
- contract review;
- competitor intelligence obtained improperly;
- official pricing approval;
- CRM implementation;
- guaranteed account retention;
- guaranteed revenue growth;
- guaranteed contract renewal; or
- guaranteed customer access.

Employees must follow organization-specific guidance concerning:

- Customer confidentiality;
- personal and commercial information;
- pricing;
- discounts;
- contract commitments;
- service-level agreements;
- credit terms;
- competitive information;
- gifts and hospitality;
- conflicts of interest;

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- anti-bribery requirements;
- escalation;
- executive communication;
- data privacy; and
- authority limits.

Strategic-account performance also depends on product quality, pricing, operational capability, service reliability, market conditions, competition, customer strategy, leadership support, internal systems, and organizational execution.

FREQUENTLY ASKED QUESTIONS

What is Strategic Account Management Training in the Philippines?
Strategic Account Management Training in the Philippines is a professional-development program that teaches participants how to select, understand, protect, retain, develop, and grow customers that are strategically important to the organization.

It covers account selection, customer-business analysis, stakeholder mapping, relationship development, value creation, account planning, internal coordination, risk management, and performance reviews.

What is Training on Strategic Account Management in the Philippines?
Training on Strategic Account Management in the Philippines helps account managers and cross-functional teams manage important customers through structured long-term strategies rather than reactive transactions and isolated sales opportunities.

What is SAM Training in the Philippines?
SAM Training in the Philippines is the shortened term for Strategic Account Management Training. It develops the strategic thinking, relationship-management, value-creation, planning, and execution skills required for major customer accounts.

What is Training on SAM in the Philippines?
Training on SAM in the Philippines prepares account managers, sales leaders, customer-success professionals, and internal account teams to apply a structured Strategic Account Management process.

What is Managing Accounts Strategically Training in the Philippines?
Managing Accounts Strategically Training in the Philippines teaches participants how to move beyond routine account servicing and develop account-specific objectives, stakeholder strategies, growth opportunities, risk controls, and execution plans.

Is Strategic Account Management the same as Key Account Management?
The terms are often used interchangeably.

Some organizations classify several important customers as key accounts and identify a smaller number as strategic accounts requiring deeper planning, executive sponsorship, cross-functional resources, and long-term partnership.

Is every large customer a strategic account?
No.

A large customer may produce substantial revenue but have low profitability, limited growth potential, poor strategic fit, high risk, or excessive resource requirements.

Strategic-account selection should use multiple criteria.

How many strategic accounts should one account manager handle?
There is no universal number.

The appropriate account load depends on account complexity, geographic coverage, sales cycle, relationship breadth, required customization, internal support, and expected planning depth.

Does the program cover stakeholder mapping?
Yes.

Participants identify decision-makers, users, influencers, champions, blockers, procurement contacts, executive sponsors, and relationship gaps.

Does the training cover account planning?
Yes.

Participants develop a practical Strategic Account Plan containing customer-business information, account objectives, stakeholder strategy, growth opportunities, value propositions, risks, internal responsibilities, performance measures, and next actions.

Does the program cover account growth?
Yes.

Participants explore cross-selling, upselling, account penetration, renewal, expansion, co-creation, referrals, and joint value-development opportunities.

Does the training address account profitability?
Yes.

The program introduces the importance of considering revenue, gross margin, discounts, cost to serve, special requirements, payment behavior, resource use, and commercial sustainability.

Client-specific financial calculations should be supplied or approved by the organization.

Does the program cover account risks?
Yes.

Participants identify relationship, competitive, operational, contractual, profitability, concentration, renewal, stakeholder, and service-delivery risks.

Does the training cover negotiation?
It addresses value protection, commercial commitments, customer expectations, and strategic-account negotiation considerations.

A separate Sales Negotiation Training Program may be recommended for deeper negotiation practice.

Can participants use their actual accounts?
Yes.

Participants may work on actual strategic accounts when customer information is properly authorized, protected, and anonymized where necessary.

Can different departments attend together?
Yes.

Strategic Account Management is often more effective when account managers participate with selected employees from operations, customer service, technical, finance, marketing, and management.

Is one day enough for Strategic Account Management Training?
One day is sufficient for understanding and applying the complete MSS A.C.C.O.U.N.T. Framework.

A two-day workshop or learning journey is recommended for detailed customer research, financial analysis, multiple account plans, individualized coaching, and executive review.

How can Strategic Account Management improvement be measured?
Possible measures include:

- Account retention;
- revenue and profitability growth;
- renewal success;
- relationship coverage;
- executive access;
- customer satisfaction;
- opportunity development;
- cross-selling;
- account-plan execution;

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- reduced account risk; and
- achievement of agreed account objectives.

RELATED MSS CORPORATION TRAINING PROGRAMS

Organizations considering this program may also explore:

- Key Account Management Training;
- Account Management Training;
- B2B Sales Training;
- Business Development Training;
- Consultative Selling Training;
- Solution Selling Training;
- Customer Needs Analysis;
- Value-Based Selling;
- Sales Negotiation Training;
- Objection Handling and Closing;
- Sales Presentation and Proposal Defense;
- Customer Relationship Management;
- Customer Success Training;
- Sales Pipeline Management;
- CRM Discipline and Forecasting;
- Executive Communication;
- Cross-Functional Collaboration;
- Sales Coaching for Managers; and
- Strategic Selling and Enterprise Sales Training.

WHY CHOOSE MSS CORPORATION FOR STRATEGIC ACCOUNT MANAGEMENT TRAINING IN THE PHILIPPINES?

Strategic Rather Than Transactional
The program helps participants move beyond order processing, customer servicing, and isolated opportunities toward long-term account value.

Practical MSS A.C.C.O.U.N.T. Framework
Participants and leaders gain a common process for selecting, understanding, planning, growing, protecting, and reviewing strategic accounts.

Strong Customer-Business Orientation
Account managers learn to understand the customer’s direction, priorities, challenges, and desired outcomes—not only its purchasing history.

Comprehensive Stakeholder Management
The program helps participants reduce dependence on one contact and build wider, stronger, and more resilient customer relationships.

Value-Creation Focus
Participants identify how the organization can improve customer outcomes while protecting commercial sustainability.

Cross-Functional Alignment
The program recognizes that strategic accounts require coordinated support from different departments.

Balanced Growth and Risk Management
Participants identify opportunities while considering profitability, competition, relationship vulnerability, delivery capacity, and account dependency.

Tangible Participant Outputs
Each module produces a practical component of the final Strategic Account Plan.

EnterTRAINment Methodology
Participants analyze, discuss, map, plan, present, receive feedback, and apply the learning rather than merely listening to account-management concepts.

Customized to Actual Accounts
The program may incorporate the client's account criteria, products, customer segments, account structures, opportunities, challenges, and performance measures.

Training and Consultancy Capability
MSS Corporation may support clients through account-manager training, strategic-account selection, account-plan development, stakeholder mapping, review facilitation, scorecard design, coaching, and post-program reinforcement.

CALL TO ACTION

Protect Your Most Important Customers and Grow Them Strategically

Equip your account managers and cross-functional teams to understand customer businesses, build stronger stakeholder relationships, create measurable value, identify growth opportunities, manage account risks, coordinate internal resources, and execute clear Strategic Account Plans.

Partner with MSS Corporation for a customized:

- **Strategic Account Management Training in the Philippines**
- **Training on Strategic Account Management in the Philippines**

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- **SAM Training in the Philippines**
- **Training on SAM in the Philippines**
- **Managing Accounts Strategically Training in the Philippines**
- **Training on Managing Accounts Strategically in the Philippines**

designed around your strategic customers, commercial priorities, account-management structure, products, services, relationship challenges, growth objectives, and organizational goals.

With MSS, We Make Strong Success.