

KAM course providers

Providers of 'open' courses in key account management by country.

List

For KAM programme directors, HR managers and key account managers

This list shows courses on which anyone can enrol, as an individual alongside people from other organisations. If you are looking for training in KAM, this can be a starting point. But by making it available, AKAM is not endorsing any of the providers or the content, and is not responsible for the accuracy, currency, comprehensiveness, quality or focus of the list or the courses on it. Some of these providers offer a broad range of courses, and may have no particular focus on KAM. Some of them are dedicated to sales training, and offer KAM as an extension of that specialism, whereas AKAM understands that KAM is radically different from selling.

Currently the list covers the UK, Germany, Austria and Switzerland: other countries will be added shortly.

Check course alignment

You will need to contact providers directly to check details and alignment with your requirements. Carefully examine the course description to see whether it is aligned with your view of KAM, and talk it through with the course provider to make sure before you commit. If you are representing your company and looking for a dedicated course, you will find that many providers of open courses will also offer in-company courses on request, as will individual consultants who are not in this list. You should check whether the provider will tailor the course to your specific requirements.

None of these courses are specifically recommended or accredited by AKAM. In the future, AKAM will develop a KAM course provider accreditation process that will be aligned with the requirements of the AKAM qualifications - Diploma and Advanced Diploma. We will then be able to offer you a list of accredited courses.

UK KAM course providers

Organisation/ company	Course title	Course days	Teaching language	Website
Activia Training	Key account management	1	English	www.activia.co.uk
Chartered Institute of Marketing (CIM)	How to Develop Key Accounts Key Account Management	1 2x2	English	www.cim.co.uk
Cranfield University School of Management	Key Account Management - Best Practice	3	English	www.som.cranfield.ac.uk
EEF	Key Account Manager courses and management training	2	English	www.eef.org.uk
Hemsley Fraser	Managing and developing key accounts	2	English	www.hemsleyfraser.co.uk
Imparture	Key account management	1	English	www.imparture.com
Institute of Sales and Marketing Management (ISMM)	Award in Developing strategic relationships with major customers	?	English	www.ismm.co.uk
LDL – Leadership Development	Key account management	2	English	www.ldl.co.uk
London Training for Excellence	Key Account Management: Establishing Profitable Customer Relationships	5	English	www.londontfe.com
MHI Global/ Huthwaite International	Large account management Account strategy for major sales MHI Global Certified Professional® in Account Management	2 3 9	English	www.mhiglobal.com
Middlesex University London	Key account management	1	English	www.mdx.ac.uk
MTD Sales Training/ ISMM	Key account management	2	English	www.mtdsalestraining.com
Paramount Learning	Key account management	2	English	www.paramountlearning.co.uk
Pareto Law/ ISMM	Key account management	2	English	www.pareto.co.uk/

PTP Training and Marketing	Developing major accounts Managing Major Accounts	1 2	English	www.ptp.co.uk
Reed Learning	Key account management	2	English	www.reedlearning.com
Spearhead training	Account management: building business partnerships	3		www.spearhead-training.co.uk
Tack International/ ISMM	Key account management -sales training courses	2	English	www.tackinternational.com sleep
TLSA	Key account management masterclass	2	English	www.tlsasalestraining.com
Training And Development Solutions (TDS)	Key account management	2	English	www.trainanddevelop.co.uk
Various, see above	Refer to independent website for latest list		English	courses.independent.co.uk/

Germany/Austria/Switzerland KAM course providers

Organisation/ company	Course title	Course days	Teaching language	Website
Nürnberger Akademie für Absatzwirtschaft (NAA)	Key account management	2	German	www.naa.de
Haufe.Akademie	Key Accounts professionell managen I: Erfolgsfaktoren – Instrumente - Methoden	2	German	Haufe-akademie.de
Haufe.Akademie	Key Accounts professionell managen II: Kundebeziehungen verbessern – neue Potenziale erschließen	2	German	Haufe-akademie.de
Deutsches Institut für Marketing	Key account management	2	German	www.marketinginstitut.biz
Management Circle	Der Key Account Manager	2	German	www.managementcircle.de
GGs Heilbronn	Strategisches Key Account Management	2-3	German	www.ggs.de
Universität St. Gallen, Institut für Marketing	Excellence in Key Account Management	3x3	German	lfm.unisg.ch
Die Akademie für Führungskräfte	Key Account Management (1)	2	German	Die-akademie.de
Die Akademie für Führungskräfte	Key Account Management (2)	2	German	Die-akademie.de
Management Forum Starnberg	Ausbildung zum Key Account Manager	3	German	Managementforum.de
Hermannsen Concept	DAS! Key Account Seminar	2	German	Hermannsen-concept.de
MHI Global	Account Management – MHI Global Certified Sales Professional	2	German	Mhi-global.academy/en/
Demos GmbH	Erfolgreiches KAM	2	German	Demos.com.de
Forum für Führungskräfte	Der zertifizierte Key Account Manager	3	German	Fff-online.com
B2B Seminare von Vogel Business Media	Key Account Management im 21. Jahrhundert	2	German	B2b-seminare.de