

Strategic Account Management in the Digital Age

AI (Artificial Intelligence)

Course Overview

Strategic Account Management in the Digital Age: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live...

What You Will Achieve

- Explain the core principles and current good practice in Strategic Account Management in the Digital Age
- Apply practical tools and techniques for Strategic Account Management in the Digital Age in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Strategic Account Management in the Digital Age in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Strategic Account Management in the Digital Age: principles, terminology and context
2. The business case: why Strategic Account Management in the Digital Age matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
14 to 18 Sep 2026	Lusaka	\$1,550
28 Sep to 2 Oct 2026	Maputo	\$1,395
5 to 9 Oct 2026	Johannesburg	\$1,395
19 to 23 Oct 2026	Nairobi	\$1,550
2 to 6 Nov 2026	Kampala	\$1,550
16 to 20 Nov 2026	Durban	\$1,550

23 to 27 Nov 2026	Accra	\$1,395
7 to 11 Dec 2026	Online	\$700

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.