

A conceptual image showing two hands in business suits shaking. The handshake is centered within a transparent, glowing sphere. Surrounding the sphere are several 3D cubes in shades of blue and purple, some appearing to float or move. The background is a blurred, bokeh-style image of city lights or digital data, with a color palette dominated by blues, purples, and pinks.

Major Account Management for Strategic Growth

Unlock the strategic client management with our intensive 2-day program.

Master proven strategies to strengthen long-term partnerships, uncover new revenue opportunities, and elevate your role as a trusted advisor using cutting-edge Gen AI technology.

**Future.
connected.**



Introducing the Workshop

1 Objectives

Empower Major Account Managers to leverage Gen-AI for streamlined processes and improved outcomes.

2 Outcomes

Participants will learn practical applications of Gen-AI tools and strategies to boost engagement and productivity.

3 Collaborative Learning

Interactive sessions and real-world case studies for hands-on learning.

Transform Client Engagement

1

Multi-Platform Engagement

Utilize diverse communication platforms to initiate and maintain customer engagement across all touchpoints.

2

Solution Mapping

Provide suitable product and service solutions by leveraging Gen AI for solution mapping and ideation.

3

Performance Accountability

Retain accountability for major account sales performance and customer satisfaction for assigned accounts.





Boosting Productivity



Streamlined Workflows

Automate repetitive tasks and reduce manual workloads.



Actionable Insights

Gain data-driven intelligence to make informed Channel Sales decisions.



Revenue Maximization

Drive sales and servicing activities for existing accounts, maximizing revenue and customer retention.

The Power of Gen-AI

Improved Productivity

Boost efficiency and streamline Major Account Sales with Gen-AI tools.

Enhanced Insights

Leverage AI-powered analytics to uncover data-driven insights in Client Engagement

Solution Mapping

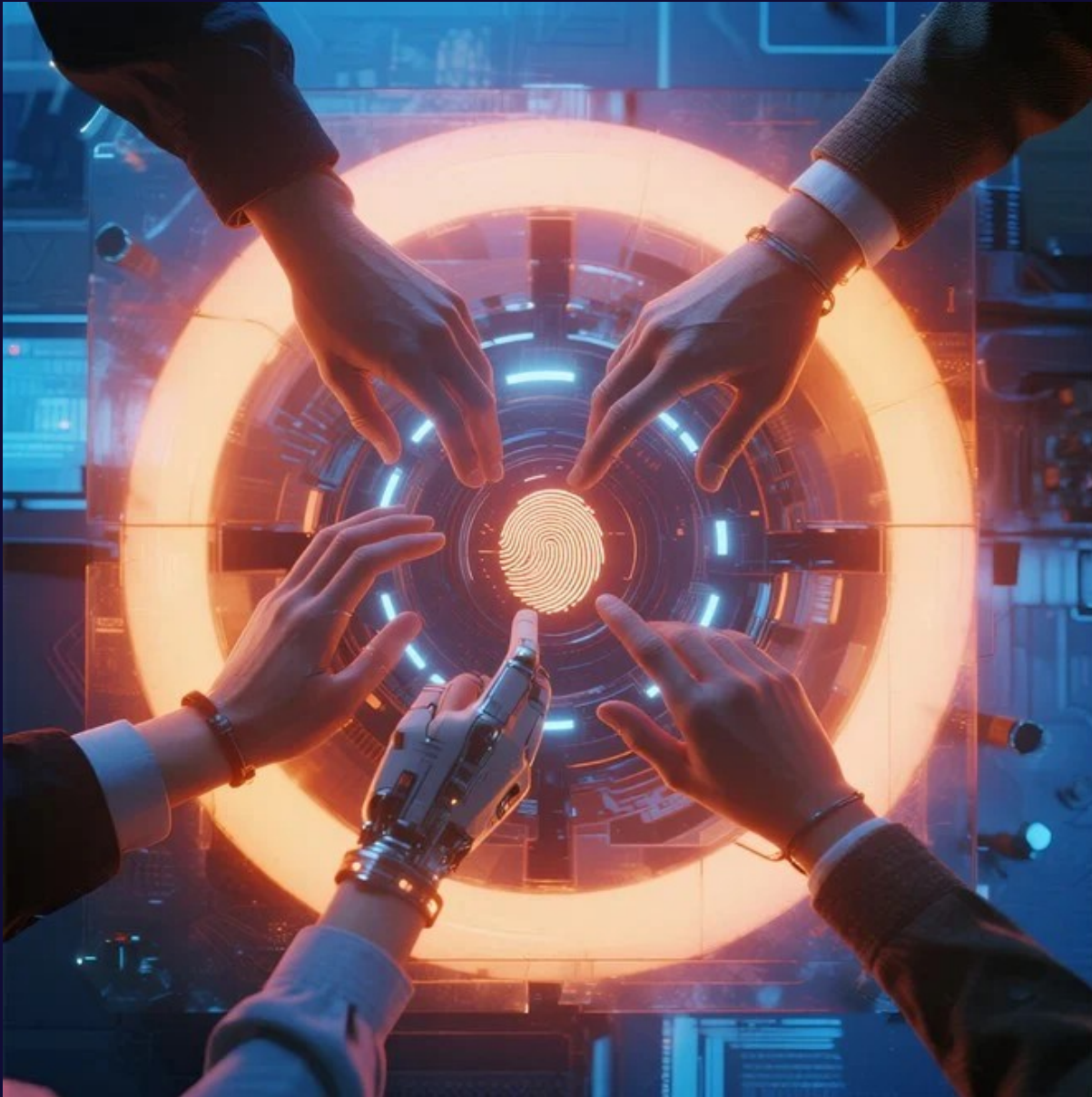
Provide suitable product and service solutions by leveraging Gen AI for solution mapping and ideation

Intelligent Automation

Automate repetitive Account Management Sales tasks and free up time for strategic initiatives.



Key Benefits



1 Improved Efficiency

Automate routine tasks and focus on high-value activities that drive meaningful client relationships.

2 Enhanced Client Relationships

Personalize interactions and improve customer satisfaction through data-driven insights.

3 Increased Revenue

Identify new opportunities and drive growth through targeted major Account sales strategies and AI-powered recommendations.

4 Competitive Advantage

Stay ahead with cutting-edge Gen AI technology and seamless multi-channel on major Clients' engagement.



Who Should Attend

Major Account Team

Global Account Managers
Major Account Managers,
Account Specialists

Business Development

BDMs seeking to leverage Gen AI
for improved lead generation,
partner onboarding, and strategic
decision-making processes.

Aspiring Professionals

Presales Consultants
Sales professionals seeking AI
expertise

2-Day Workshop Fees

Next-Gen Sales Channel Management: AI-Powered [COURSE CODE : TGS-2025059265]	Net Fee (w/Gst) Course validity: 18-09-2025 to 17-09-2027
MCES > 40 years old Singaporean	\$546/-
SME for Singaporean/SPR	\$546/-
21-39 years old Singaporean/SPR individual and non-SME	\$826/-
Foreigner (full fee w/Gst)	\$1526/-

N/B – SkillsFuture Singapore (SSG) extends \$4.50 per hour absenteeism payroll to all SME and Companies from 1st Jan 2022 onwards. This course is available from 1st Dec 2024 onwards by STEVENSON HURECA PTE. LTD. [UEN: 200507404M]. GST applies wf 6th Jan 2025. UTAP Funding is pending approval. Terms and Conditions applies.





Next Steps

Step 1 Contact our Course Advisor

Step 2 Sign up for Registration

Step 3 Get certified

Course Advisor

Christebel Choe

m: +65-9859 6697

e : info@stevenson.com.sg



SkillsFuture RTP : UEN : 200507404M

