ZELVU Education

COURSE BROCHURE

Key Account Management

Business & Entrepreneurship / Sales Management

One-time full-course fee

INR 2,499

Access

12 months course access

Study plan

12 suggested study hours; 12 months access

Learning format

4 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS.

Programme overview

Select strategic accounts, map buying relationships, build evidence-based customer value and manage account economics through four original readings and a practical 90-day account-plan capstone. 4 self-paced written English lessons with original worked examples, practical exercises, explained answers and a self-assessed capstone. The material is AI-authored with independent AI editorial checks. Optional automated Course Tutor assistance is available in the protected LMS. Independent ZELVU sales-skills education. No live instructor classes, individual human marking, recorded lecture series, external professional certification, software licence, customer leads, employment or income guarantee is included. Practice uses supplied fictional business cases; software subscriptions and any real business implementation are separate. Standalone account-development course. B2B selling and CRM share some concepts; this course focuses on account selection, relationship coverage, customer value, account economics and coordinated retention. No separate course entitlement is included.

Who this is for

1. Basic sales knowledge and comfort with percentages. Exercises use fictional customer organisations and supplied data; no real customer contact is required.
2. Use supplied fictional records for practice and keep real customer or confidential business information out of exercises.

Published topics and learning focus

1. Select Accounts That Merit a Different Service Model
2. Map Stakeholders and Prove Customer Value
3. Understand Account Economics, Retention and Risk
4. Capstone: Create a 90-Day Key Account Plan

Before you choose

1. These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.
2. ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.
3. Current checkout terms and refund policy apply. Payment and access require successful provider verification.

Take the next step

Explore the programme trial

View current details, scope and terms

Ask ZELVU about this programme

Save this brochure for reference. Details can change: confirm the current programme page and checkout before making a purchase.