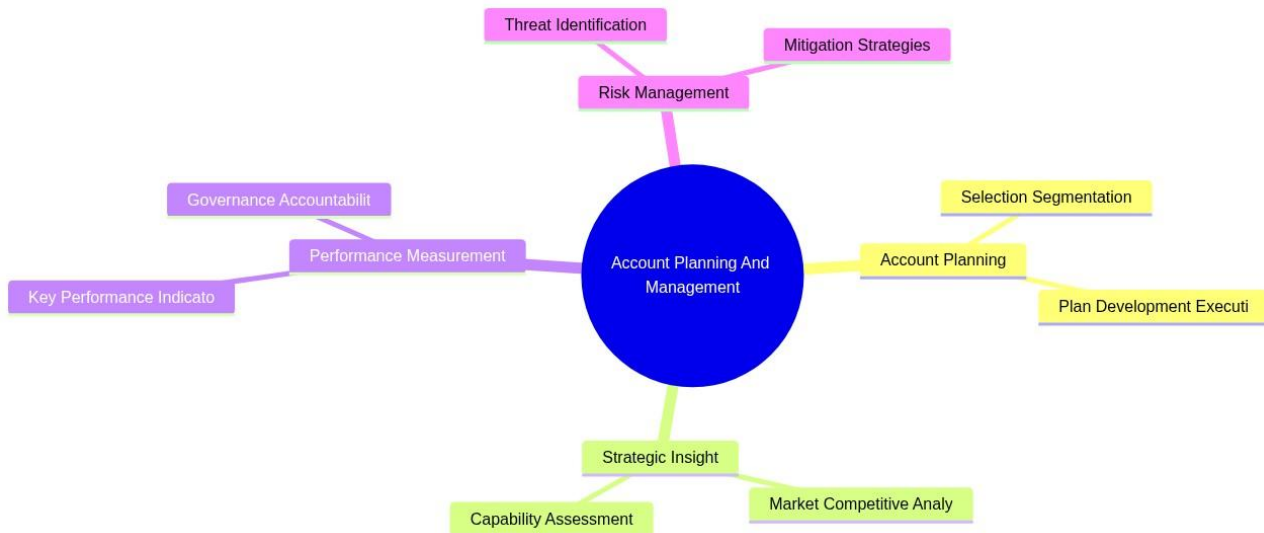


Postgraduate Certificate in Key Account Management in Sales

Account Planning And Management



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Account Planning

Selection Segmentation

Plan Development Executi

Strategic Insight

Market Competitive Analy

Capability Assessment

Performance Measurement

Key Performance Indicato

Governance Accountabilit

Risk Management

Threat Identification

Mitigation Strategies