



Client Retention and Account Growth Management Training Course

17 – 21 January 2027
Marbella

Client Retention and Account Growth Management Training Course

Ref: 690_152759 **Date:** 17 – 21 January 2027 **Location:** Marbella **Fees:** 5700 Euro

Overview

Client Retention and Account Growth Management Training Course is a five-day practitioner course for relationship managers, account managers, customer success professionals, business development specialists, and commercial service leaders who leave with a Client Portfolio Retention and Growth Plan. Participants segment accounts, map relationship coverage, structure value reviews, assess retention signals, prepare renewals, qualify growth opportunities, and coordinate account actions. The course connects relationship evidence to portfolio decisions. Agile Leaders Training Center presents client retention as a governed commercial practice.

Who Should Attend

- Professionals responsible for sustaining client relationships after the initial sale
- Account teams responsible for value reviews, renewals, and relationship continuity
- Customer success functions responsible for monitoring client outcomes and account signals
- Business development teams responsible for qualifying expansion opportunities within current accounts
- Commercial leaders responsible for portfolio priorities and cross-functional account governance

The course assumes participants manage active client relationships or account records and leaves out prospect acquisition, sales closing techniques, foundational account administration, and strategic key-account design.

Departments and Industries

The course supports departments and industries where retention and account growth depend on coordinated relationship evidence and action.

- Client relationship, account management, and customer success
- Business development, commercial operations, and service delivery
- Banking, insurance, and professional services
- Technology, telecommunications, and managed services
- Healthcare, logistics, and business-to-business supply

Learning Objectives

By the end of this course, participants will be able to:



- Analyze a client portfolio using retention and growth criteria
- Build relationship coverage and stakeholder engagement plans
- Use value reviews and account health indicators
- Diagnose retention risks and renewal readiness gaps
- Evaluate and qualify responsible account growth opportunities
- Prioritize cross-functional actions through account governance

Course Agenda

Day 1: Portfolio Priorities and Relationship Scope

- Client Portfolio Segmentation Matrix
- Retention and Growth Objective Tree
- Account Value Evidence Record
- Relationship Scope Charter
- Portfolio Attention Priority Grid

Day 2: Stakeholder Coverage and Value Reviews

- Client Stakeholder Influence Map
- Relationship Coverage Gap Analysis
- Client Outcome Review Canvas
- Value Realization Evidence Pack
- Review Meeting Decision Log

Day 3: Retention Risk and Renewal Readiness

- Account Health Indicator Scorecard
- Retention Risk Signal Register
- Relationship Change Early-Warning Map
- Renewal Readiness Checklist
- Client Continuity Action Plan

Day 4: Growth Qualification and Governance

- Expansion Signal Qualification Matrix
- Client Need and Fit Assessment
- Responsible Growth Decision Gate
- Cross-Functional Account Handoff Map
- Account Governance Review Board



Day 5: Portfolio Management Practice

- Exercise: Segment Accounts and Set Attention Priorities
- Exercise: Prepare a Stakeholder and Value Review
- Exercise: Diagnose Retention Risk and Renewal Readiness
- Exercise: Qualify a Growth Signal and Coordinate Action
- Capstone: Client Portfolio Retention and Growth Plan

Practical Exercises

The course uses professional-services, technology, healthcare, and logistics accounts to test portfolio decisions.

- Suggested activity: segment a mixed client portfolio and defend attention priorities.
- Suggested activity: map stakeholder coverage and prepare a value review from account records.
- Suggested activity: interpret health indicators and build a renewal-readiness response.
- Suggested activity: qualify an expansion signal and assign cross-functional actions and controls.

FAQs

Who suits client retention and account growth training, and what does it assume?

Professionals who manage existing client relationships, outcomes, renewals, or expansion opportunities suit the training; it assumes access to active account information.

How does client retention management differ from sales training?

Client retention management governs value, relationship coverage, risk signals, renewal readiness, and account actions after acquisition, while sales training focuses primarily on prospecting and closing.

What signals support client retention decisions?

Client retention decisions can use outcome progress, stakeholder engagement, service usage, support history, relationship changes, unresolved commitments, value evidence, and renewal milestones.

How should account growth opportunities be qualified?

Account growth opportunities should be qualified against an evidenced client need, expected value, solution fit, stakeholder support, delivery capacity, relationship risk, and a defined decision path.

What makes a client value review useful?

A client value review is useful when it connects agreed outcomes to evidence, surfaces relationship concerns, confirms priorities, records decisions, and assigns follow-up actions.



Conclusion

Participants leave with a Client Portfolio Retention and Growth Plan containing segmentation, relationship scope, stakeholder coverage, value evidence, health indicators, risk signals, renewal readiness, growth gates, handoffs, governance, and accountable actions. The plan makes portfolio decisions traceable to relationship evidence. It helps teams protect client continuity while pursuing qualified account growth.