Advanced Pharmaceutical Key Account Management Course

11 – 15 January 2027
Amsterdam

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Training Center

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Ref: 1496_210458 **Date:** 11 – 15 January 2027 **Location:** Amsterdam **Fees:** 5700 Euro

Overview

Advanced Pharmaceutical Key Account Management Course is a one-week course for pharmaceutical personnel responsible for complex healthcare accounts, who leave with a Pharmaceutical Strategic Account Plan. The course connects account segmentation, stakeholder mapping, value hypotheses, objectives, engagement planning, cross-functional orchestration, interaction governance, risk controls, and account performance metrics. Agile Leaders Training Center presents pharmaceutical key account management as a coordinated account-level business process.

Who Should Attend

- Teams responsible for pharmaceutical commercial strategy and account execution
- Personnel responsible for market access and organized-customer relationships
- Functions responsible for medical affairs interfaces and scientific engagement
- Leaders responsible for account coverage, coaching, and performance governance
- Cross-functional teams responsible for strategic provider, payer, and channel accounts

The course assumes participants already contribute to pharmaceutical customer planning and leaves out introductory selling skills, clinical advice, and jurisdiction-specific legal interpretation.

Departments and Industries

The course supports departments that coordinate strategic accounts across pharmaceutical, healthcare, distribution, and payer environments.

- Pharmaceutical commercial and key account teams
- Market access, pricing, and reimbursement functions
- Medical affairs and health-economics teams
- Hospital, provider-network, and payer engagement functions
- Distribution, channel, and customer operations teams

Learning Objectives

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

- Analyze account attractiveness, strategic fit, and decision dynamics
- Build stakeholder influence and relationship maps
- Develop account value hypotheses and measurable objectives
- Apply cross-functional account governance and role clarity
- Evaluate engagement compliance, risks, and issues
- Design account performance scorecards and review cycles

Course Agenda

Day 1: Account Strategy and Segmentation

- Pharmaceutical Account Ecosystem Map
- Account Attractiveness and Strategic-Fit Matrix
- Organized-Customer Segmentation Criteria
- Account Decision-Dynamics Analysis
- Account Insight Record and Evidence Log

Day 2: Stakeholders and Value

- Stakeholder Influence and Relationship Map
- Clinical, Access, Procurement, and Channel Interest Matrix
- Account Need and Priority Analysis
- Value Hypothesis Development Canvas
- Evidence-to-Value Message Traceability Check

Day 3: Strategic Account Planning

- Account Objective and Outcome Framework
- Strategic Initiative Prioritization Grid
- Account Engagement Roadmap
- Contact Strategy and Interaction Cadence
- Account Risk, Assumption, and Issue Register

Day 4: Governance and Performance

- Cross-Functional Account Team RACI
- Commercial, Access, and Medical Role-Boundary Check
- Healthcare Interaction Compliance Pre-Check
- Account Governance and Escalation Rhythm
- Account Performance Scorecard and Review Cycle

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Day 5: Pharmaceutical Account Practice

- Suggested Exercise: Account Segmentation Decision
- Suggested Exercise: Stakeholder Influence Mapping
- Suggested Exercise: Value Hypothesis and Objective Review
- Suggested Exercise: Governance and Compliance Scenario
- Capstone Exercise: Pharmaceutical Strategic Account Plan

Practical Exercises

The course uses suggested activities with fictional hospital group, payer, distributor, and provider-network accounts.

- Suggested activity: compare account attractiveness, strategic fit, and decision dynamics.
- Suggested activity: map clinical, access, procurement, executive, and channel stakeholders.
- Suggested activity: connect account priorities, evidence, value hypotheses, objectives, and initiatives.
- Suggested activity: establish roles, interaction controls, escalation, metrics, and review cadence.

FAQs

Who suits pharmaceutical key account management training, and what does it assume?

Pharmaceutical commercial, market access, medical affairs, sales leadership, account, and customer-operations personnel suit the course; it assumes experience contributing to healthcare customer planning.

How does pharmaceutical key account management differ from general sales account training?

Pharmaceutical key account management coordinates account-level strategy, multiple healthcare decision makers, evidence-based value, cross-functional roles, governed interactions, and long-term performance rather than focusing mainly on individual selling activity.

What belongs in a pharmaceutical strategic account plan?

A pharmaceutical strategic account plan connects account insights, segmentation, stakeholders, value hypotheses, objectives, initiatives, engagement, responsibilities, risks, metrics, and review decisions.

How should a cross-functional pharmaceutical account team work?

A cross-functional pharmaceutical account team needs defined decision rights, role boundaries, shared account objectives, an agreed engagement roadmap, documented handoffs, escalation routes, and a regular review cadence.

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How is pharmaceutical account performance measured?

Pharmaceutical account performance is measured through a balanced set of account objectives, engagement progress, access milestones, relationship development, initiative delivery, risks, compliance indicators, and agreed review decisions.

Conclusion

Participants leave with a Pharmaceutical Strategic Account Plan containing segmentation, stakeholder, value, objective, initiative, engagement, governance, risk, and performance tools. The plan connects account insight to coordinated cross-functional decisions. It helps teams execute and review account strategy without reducing key account management to isolated sales activity.