

# English for Enterprise Account Reviews

*A training course for senior enterprise account managers*

*Final artifact: 4-minute executive QBR brief — the condensed version of the quarterly review delivered when the client has 5 minutes, or the opening segment of a full 60-minute QBR.*

**Level:** B1 Business Operational   **Format:** 8 sessions × 60 min, online   **Group:** 3–5 learners

**Task family:** Status update / structured business review

## The task

A senior enterprise account manager presents a 4-minute QBR brief to a multinational B2B client — typically the client's CIO or IT director plus their procurement and operations leads. The client uses the brief to renew, expand, escalate, or sign off on the relationship without needing to read the deck.

**Audience:** client decision-makers — CIO/CTO, IT directors, head of procurement, occasionally COO. They are time-pressed, multilingual, and watching the regional telecom market closely. They compare Mobily against STC and Zain on performance and clarity.

**Success:** the client makes the renewal/expansion/escalation call in the same meeting. They walk out with a clear picture of the quarter and a specific next step. They do not ask the account manager to send a follow-up summary.

## Language outcomes

Senior enterprise account managers who complete this course will be able to:

- Open a QBR with a clear status headline and a single named ask, not metrics
- Present quarter-on-quarter performance in plain numbers, not vendor-speak
- Name service issues directly and pair each with a concrete resolution and owner
- Switch register from technical (SLAs, MPLS, SD-WAN, latency) to executive (commercial impact, decision framing) within the same brief
- Close with a specific, named decision request the client can act on immediately

## Structure

Beat	Purpose	Time
Headline & status	State the quarter's status and the one ask in a single sentence	~25 sec
Account performance	What was delivered against the agreed KPIs, in numbers	~50 sec
Issues & resolutions	Top 2–3 issues paired with what's been done	~75 sec
Roadmap	What's coming next quarter — specific commitments and opportunities	~60 sec
Decision request	Specific ask of the client — renewal, expansion, escalation, signoff	~30 sec

## 8-session schedule

#	Session	Artifact
1	Orientation & Baseline	Unassisted 4-min recording + L1 score
2	Structure & core language	60-sec fragment: headline + one beat
3	Partial simulation	90-sec walkthrough of the issues & resolutions beat
4	Full simulation — Round 1	Full 4-min recording + diagnostic notes
5	Repair & upgrade	Re-recorded segment on main breakdown
6	Pressure variation	4-min QBR brief under one new variable
7	Final simulation	Unassisted 4-min recording + L7 score
8	Evaluation & Capstone	L1/L7 reveal + capstone on real upcoming QBR + personal grade report

## What each learner receives

- Personal portfolio of 8 recordings across the course
- Per-criterion scores at L1 and L7 (5 criteria, 0/1/2 each, /10 total)
- Individual grade band: Distinction / Pass with merit / Pass / Not yet passing
- Pass certificate on either performance ( $L7 \geq 6/10$ ) or improvement ( $L7 - L1 \geq 2$  points)

## Portfolio

Save each recording to a shared folder. One folder per learner.

**File naming:** Mobily\_[Segment]\_[LearnerID]\_QBR\_L[#]\_YYYY-MM-DD

## Three rules for the trainer

1. **Follow the lesson order.** The sessions build on each other. Don't skip, don't swap.
2. **Score the artifact at L1 and L7 using the full scorecard.** Other lessons need only a brief observation note. The L1 and L7 scores produce each learner's grade.
3. **No language help and no language bank during L1 or L7.** These are the before-and-after measures. Hide all references. Observe and record only.