

**“I don’t need just another form to fill out. I need a practical way to think more strategically and execute my plans effectively.”**

**– Account Manager**

**“I want a clear, concise update so that I can forecast accurately and coach effectively. I don’t need a blow by blow account of the last sales call.”**

**– Sales Manager**

## Strategic Account Planning

Whether in a recession or in a vibrant market, client-supplier relationships are crucial to the success of any sales effort. The purpose of this training is to enable account managers to answer three important questions. *Where do I stand? Where do I want to go? How will I get there?*

### Objectives and Activities

- Consider market conditions and company responses in order to set appropriate sales goals
- Determine where you stand in an account by a rigorous examination of “who’s who” and “what’s what”
- Read your customers’ behavioral styles in order to predict attitudes and actions and respond effectively
- Realistically determine your current relationship
- Recognize the customers’ decision roles and buying process
- Plan added value activities to raise the customers’ perceptions of value by performing as an industry consultant, loyal assistant and relationship manager
- Analyze the factors working for and against you
- Develop a strategic overview of the account situation
- Build step by step account plans to reach your short and long-term goals
- Be able to communicate in less than 15 minutes a comprehensive overview to your manager or account team of where you stand, where you want to be and how you will get there. Engage your team and resources

### The Training

16 classroom hours

In-depth discussion of key account situations, market conditions and solutions to challenges

Pre-work may include competitor analyses, behavioral style assessments or account information review



**CUSTOMER FOCUSED SELLING SERIES**