

“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 wish when I ask my salespeople what’s happening at a key account they would tell me in a way that gives me a quick clear picture so I can coach them effectively and forecast accurately. I don’t need a blow by blow of how their last sales call went.”

– Sales Manager

Strategic Account Planning

Purpose

To improve the ability of sales and service personnel to construct strategic plans for account development and to build enduring customer relationships

Objectives

Participants completing *Strategic Account Planning* will be able to

- Consider market conditions and company responses in order to set SMART 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
- Adjust your own behavior to build rapport and trust
- Realistically determine your current relationship
- Recognize the customers’ decision roles
- Plan added value activities to raise the customers’ perceptions of value
- Analyze the factors working for or against you
- Develop a strategic overview of the account situation
- Build 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

The Training

Classroom format 16 hours or in modules

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



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