

DEVELOPING & IMPLEMENTING WINNING STRATEGIC ACCOUNT PLANS.

At the center of every successful strategic account relationship is a well-documented account plan. This workshop introduces participants to key concepts and a tool with which to create account plans to drive the relationship and the business from any strategic customer account.



LEARNING OUTCOMES

After completing this class, sales people will:

- gain the skills significant in building solid business relationships while improving sales performance;
- Learn to sell more competitively;
- Increase their long-term effectiveness by becoming knowledgeable consultants.
- Learn how to create a positive and productive sales platform.
- Learn how to collect information and understand the needs of the customers.

Format

Instructor-led, 1-days Duration.

Audience

- Sales & Marketing Professionals who frequently make sales calls to customers.
- Decision makers seeking to win business.

Prerequisites

Course Content

Module-1: Introduction.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.