

# SALES OPPORTUNITY MANAGEMENT

A strategic customer often holds significant revenue and margin potentials, however the account manager has to mine and work the account to yield those opportunities. This is the workshop to attend if you are managing a strategic account and your share-of-wallet has remained the same or is increasingly dwindling over the years.



## 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

- Key Account Managers and Strategic Relationship Managers in B2B settings.
- Individuals who manage high-net-worth key customers.

## Prerequisites

## Course Content

Module-1: Introduction/ target audience identification.

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.