



Account Strategy

SALES TRAINING

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Are your salespeople equipped to develop your company's most important accounts and major sales opportunities? Do their current skills and experience prepare them for the following challenges of major account selling?

- Long selling processes, complex buying decisions, and highly placed decision-makers.
- A need to balance short-term business development and long-term account partnerships.
- High potential accounts that attract high level competition.

Account Strategy is a new, advanced training program to give your salespeople an edge in meeting the challenges of major account selling. Using a straightforward, practical process, they work quickly through complex selling issues. The result—salespeople leave the program able to develop major accounts more effectively—leveraging strengths, maximizing opportunities, facing competition, avoiding costly mistakes, and emphasizing long-term account relationships.

Who In Your Organization Will Benefit?

Salespeople with responsibility for major accounts and large sales opportunities requiring a long-term strategic perspective, planning, and/or high-level thinking to ensure sales success and effectiveness.

Objectives

After successfully completing this program, participants will be able to:

- Understand the dynamics of long-term selling processes, seeing how each individual sales call and action can impact the overall development of a major account or large sales opportunity.
- Organize and maintain an account profile—the foundation of information that supports their analysis and planning in an account.
- Identify the scope and size of the overall sales opportunity, so they have direction for their planning efforts.
- Effectively analyze the account selling situation by applying an easily-used process to identify and summarize the key factors that will impact their success.
- Generate plans to develop the sales opportunity—based on the results of their analysis of the account selling situation.
- Use the Account Strategy process immediately to increase sales in your company's major accounts and defend established accounts against competition.



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Course Format and Length

Account Strategy, a highly interactive two-day workshop designed for 8 to 20 participants, is case-driven. Most workshop activities feature hands-on application of the Account Strategy process on your company's actual accounts. The program provides valuable opportunities to share ideas for developing actual accounts, and participants leave the program with ready-to-use account plans.

Course Materials

Participant Resources:

- The Participant Workbook contains readings of the concepts and components of the process—for use during the workshop and as a reference for field selling applications.
- A Case Example that shows a completed sample of the Account Strategy process for reference during the program.
- Blank Account Strategy Worksheets that participants can photocopy for use after the workshop.
- A Reference Card of program components that provides a quick overview of the process during and after the workshop.

Facilitator Materials:

- The Facilitator Guide provides step-by-step instructions on preparation, presentation/discussion directions, references to participant materials, and directions for conducting all workshop exercises.
- The Workshop Agenda outlines all workshop activities so that the facilitator can plan and schedule the workshop to meet your company's specific implementation needs.
- Overhead transparencies provide charts and outlines of key concepts that the facilitator can use to present information and for immediate reference during workshop discussion.

Exercises:

- The Workshop Team Exercise is a progressive exercise based on one of your company's actual accounts.
- The Final Account Strategy Exercise features application of the Account Strategy process to participants' actual accounts.

Course Content

Account Strategy is based on proven principles of situation analysis and strategic planning that have been streamlined and focused on major account selling. This easily used process features three key components:

1. Potential: Identifying the long-term sales opportunities in the account.
2. Analysis: Analyzing the account selling situation to identify the factors that most impact success in the account.
3. Plans: Forming plans that reflect the Analysis of the sales situation and outline the actions necessary to develop the account or sales opportunity.

The Account Profile: The three Account Strategy components are supported by the Account Profile a foundation of account information and a listing of key decision-makers.

Implementation Guidelines

Account Strategy is designed to be implemented by your certified in-house instructor or by one of VITAL LEARNING's experienced trainers.

Customization

All exercises use only cases and situations that reflect your company's selling environment:

- The Workshop Team Exercise is based on an actual selling situation faced by your salespeople.
- The Final Account Strategy Exercise uses actual accounts that each participant selects for the workshop.

Optional customization available:

- The Case Example can be developed to reflect a completed Account Strategy for one of your company's actual accounts.
- Course materials can be modified and produced to your company's specifications. Your VITAL LEARNING sales representative can furnish you with details.