

Winning Account Strategies™

Training

Maximize sales opportunities and relationships within key accounts

Give your salespeople the strategic edge they need in the all-or-nothing world of customer relationship management.

Today's salespeople play a high-stakes game—accounts can be won or lost to competitors not just until the next fiscal year, but for good.

Your ever-changing business climate makes long-term customer relationships more important than ever. To develop those relationships, your salespeople need to sell strategically, they need to understand everything about an account, and they need to utilize rigorous strategic methods to secure business—and keep it.

That's why they need *Winning Account Strategies™*, a workshop designed for salespeople and managers who already possess a solid foundation in sales call skills, but are ready for the next step: a more strategic approach to maximizing sales opportunities and relationships with key customers.

This dynamic workshop—validated by recent AchieveGlobal sales performance research—teaches a five-step process for developing an account strategy. It introduces new concepts, tools, and tactics salespeople can use to build solid, lasting customer relationships in today's competitive marketplace.



Benefits of Winning Account Strategies™

Your salespeople will:

- Become more efficient at generating higher revenues more quickly.
- Learn critical strategies and tactics for acquiring—and keeping—new business.
- Increase their effectiveness by becoming strategic, knowledgeable, trusted advisors.
- Leverage their colleagues' experience with real account situations, contributing to sales success.

Your customers will:

- Develop lasting relationships with salespeople who understand their business realities and challenges.
- Be provided with solutions that address their specific organizational and personal needs.
- Get their business issues addressed because of the salesperson's focus on aligned solutions.

Your organization will:

- Increase its success in winning new business and maintaining customer loyalty.
- Decrease costs through efficient, effective, strategic use of selling time.
- Reinforce organizational goals through its sales strategies.

Workshop Highlights & Outcomes

With its business-issue customer focus and strategic high-level sales approach, this dynamic two-day workshop provides flexible, self-customizing tools and tactics. Participants will:

- Orient themselves toward a realistic, workable day-to-day account-planning process.
- Capture key account information as the foundation for a strategic account plan.
- Apply the strategic account plan process to a target account.

- Create a strategic account plan that incorporates a customer-centered goal, account business issues, decision makers, factors, strategy, custom tools and tactics, and action steps.

The highly interactive nature of *Winning Account Strategies™* ensures all participants find the content applicable, relevant, and easy to apply back on the job. The workshop:

- Incorporates self-customizing components participants can apply to their unique account needs.
- Contains a variety of delivery methodologies that work for all learners.
- Utilizes participants' own real account knowledge and experience as they learn and apply the concepts and tools.

Equipped with the tools and techniques learned in *Winning Account Strategies™*, your salespeople become more confident and competent in:

- Knowing how their organization aligns with their customers and the competition.
- Gaining customer commitment.
- Planning and strategizing accounts.
- Developing, maintaining, and expanding positive customer relationships.
- Managing their time more effectively.

Comments From Winning Account Strategies™ Participants:

"The sooner we get this to the field, the better. We will walk out of this course with action items. We need to get it to the field now."

"This account planner is a living, breathing document. It will ultimately save time when briefing others in the organization about my account."

"I liked 100 percent of this program. I wouldn't change a thing."



Program Specifications

Audience

Experienced salespeople and their managers

Length

2 days

Certification Length

Varies

Format

Highly interactive workshop

Classroom materials

Facilitators: Facilitator kit, wall charts

Participants: Planner, worksheets, reinforcement

CD Managers: Application kit

Instruction

AchieveGlobal training performance consultant or
your own AchieveGlobal-certified facilitator

Class size

12 participants



About the Miller Heiman Group

The Miller Heiman Group helps you compete for high-value, business-to-business sales development strategies, processes and skills to consistently win business—especially when the sales process is complex and the marketplace is demanding.

MHG is the world's largest sales performance consulting and training firm, and quite simply, nobody knows sales performance better than we do.

