

Large Account Management

Overview

To succeed in Large Account Management sales people have to adopt a slightly different sales approach. Sales people have to leverage everything they can, sometimes from only one or two accounts. Therefore the strategy and tactics will have to change - but what do you change and how do you measure the impact?

For most companies, these major accounts may have a huge impact on whether a salesperson or company reaches annual targets. Therefore it's vital that they adopt a balanced and practical approach when working together. Although every client is important when dealing with large accounts, you have more to gain and of course more to lose! Given this, we have created a series of best practices that should be adopted to help ensure that you have the best possible outcome and enjoy working and developing contacts throughout the whole organisation.

Who Should Attend

You are either dealing with major/key accounts or plan to start dealing with them in the future and are unsure where to start or how to leverage everything possible from every interaction. Alternatively you want to ensure that your current strategies are both compelling and appropriate. Do you sometimes ask:

- What is the best way to get commitment from multiple managers?
- How can I quantify if value is present across the whole organisation?
- How effective is our major account strategy across the whole of the organisation?
- What else can I bring to the party that would advance sales?

This course is therefore suitable for anyone that is or wants to engage with companies that have the ability to represent a sizeable part of your corporate target or anyone who has to get large account management right!

What's In It For You!

Once you have attended you will be in possession of some powerful and practical strategies that can be deployed immediately. You will have the knowledge and the focus that will provide you with the sales edge. You will want to adopt these strategies and tactics and benefit from better relationships and larger revenues from your chosen accounts.

This course shows you how to manage these accounts and will focus on:-

Topics Covered

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| <ul style="list-style-type: none"> • Defining a large account • Building lasting relationships • Positioning your company as a major supplier • Large account management skills • Major account characteristics • The value chain in a large account | <ul style="list-style-type: none"> • Development strategies & tactics • Creating a major account plan • Key account resource planning • Major account qualification • Creating proposals • Developing lasting relationships and revenues |
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Training Course Includes

A walk through of what should be adopted, the planning, the interactions, how to build rapport and how to get the most out of meetings. We discuss the challenges and opportunities. We look at strategies that will help you manage and win in a confident, professional manner. We also take a look at proposals and master vendor agreements, how to work with them and around them. We also encourage sharing of thoughts, ideas and successful strategies.

Trainer

Brian Brayley has a detailed and practical understanding of working with major accounts. Brian will share valuable information and insights that can be used immediately.

Brian has worked with many of the UK's largest companies and understands exactly what works in today's interesting market.

Course Details

Duration:	One / Two Day
Presented:	In House
Fee / Cost:	One Day Gold Course £1995

Need more information now?

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