

Developing Major Accounts

Training Description

This developing major accounts course is essential for any salesperson trying to develop a major account. Delegates learn how to identify key influencers in the organisation, assess the political strengths and weaknesses of their contacts and allocate sales time accordingly. Delegates complete the course by designing tailor-made strategies for selling more to their major accounts.

This sales training course is available throughout the UK.

CPD Value 5.5 Hours

CPD = Continuous Professional Development (All PTP courses are approved for CPD by the Law Society and meet the standards expected of all professional bodies).

The Course Suits

Any person involved in selling a product or service to accounts that have the potential to provide large volume sales.

Training Benefits

- Ability to formulate a sales proposal that takes into account the main competition
- Strategies for achieving true alignment with the politically powerful people within the customer's organisation
- Knowledge of how to implement a CRM (Customer Relationship Management) system which incorporates multiple influencers within each company.

Course Timetable

09:30 - 10:00 Coffee & Course Objectives

10:00 - 10:30 Defining the Influencers

(Five types of decision makers defined and a look at what motivates them to influence the buying decision.)

10:30 - 11:15 Finding the Influencers & Finding the Key Influencer

11:15 - 11:45 Defining Why You Win & Lose Business

11:45 - 13:00 Developing Sales Opportunities

(A look at developing existing accounts by making new contacts in different departments/sites. How to sell up as well as across.)

13:00 - 14:00 Lunch Break.

14:00 - 15:30 Knowing Your Key Influencer's View on the Competition Better than the Competition Does

15:30 - 16:30 Advanced Sales Strategies for Key Accounts

16:30 - 16:45 Summary & Action Plans Agreed