



# Strategic Sales & Key Account Management

Delivered by:



## Managing Complex Sales Campaigns

### Aim

To help Sales Professionals, Managers and their organisations develop comprehensive selling strategies designed to compete and win in a complex environment involving multiple stakeholders in key accounts.

This course enables the delegate to plan and manage the entire deal with a clear focus on sales strengths and weaknesses and how to address them. It also gives an organization a common process and language in managing large deals, allocating resources, and forecasting.

Delegates will learn how to identify key players on the buying side together with their levels of influence and personal motivations. They will also learn how best to illustrate their organisation's competitive strengths and anticipate what essential information must be provided for a successful campaign. The salesperson and team will be enabled to construct a systematic and all-inclusive action plan to address weaknesses and uncertainties and produce a winning sales operation.

### Key Topics

- The strategic approach
  - Setting objectives, strategic planning, tactics, competition
- Buying cycle and selling process
- Understanding the account / prospect
  - The market, culture, people, politics
- Targeting key clients and resources
- Definition and selection of key accounts
- Identifying and getting to Key Players
  - The power base
  - The decision making process
  - Buyer motivation
  - Influence vs Authority
- Building the relationship
- Developing and using a campaign control sheet
- Understanding the competition and developing a competitive strategy



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### **Key Outcomes/ Objectives**

To enable delegates to:

- Use appropriate decision-making techniques to select clients who will qualify as "key" and develop a sales and resource plan accordingly.
- Build Customer or Prospect strategies and know why they are needed.
- Plan and execute detailed tactics for each sales territory in order to carry out the strategy.
- Find power and influence in a customer.
- Develop practical ways of achieving the objectives they have set.
- Understand how to build a close working knowledge of the customer's business.
- Understanding how to identify and assess business opportunities in the short and long term.
- Be confident to identify, meet and talk to, potential executive sponsors.
- Be able to understand needs and opportunities from the executive's perspective.
- Know that people buy for personal reasons, not just business reasons.
- Develop a campaign control sheet and identify key danger signals.
- Understand the characteristics of skilful questioning.
- Be able to plan and execute detailed tactics to counter competitive activity.

**Maximum number of delegates: 10**

**Cost: 3 units**

To register please email our Training Co-ordinator on [registrations@thelearningcollaboration.com](mailto:registrations@thelearningcollaboration.com)