

# Strategic Account Management

Build high-value relationships with your most important customers



Prioritise high-yield customers



Expand customer revenue and grow long-term value



Become part of your customer's strategic decision-making process

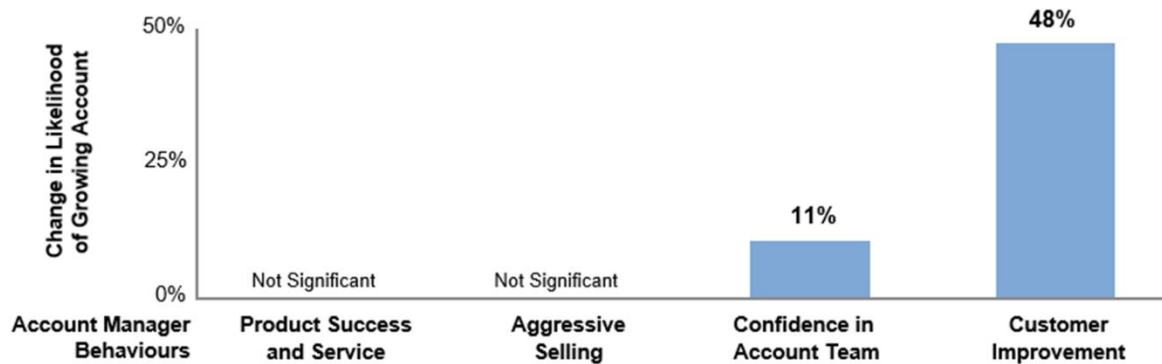
**This Strategic Account Management** remote learning programme is designed for sales representatives who need to grow revenue with existing accounts

Based on best practices applied by the world's most successful sales teams, you will learn how to build brand loyalty and develop business relationships guaranteed to deliver high returns



# How do sales representatives enable sales growth?

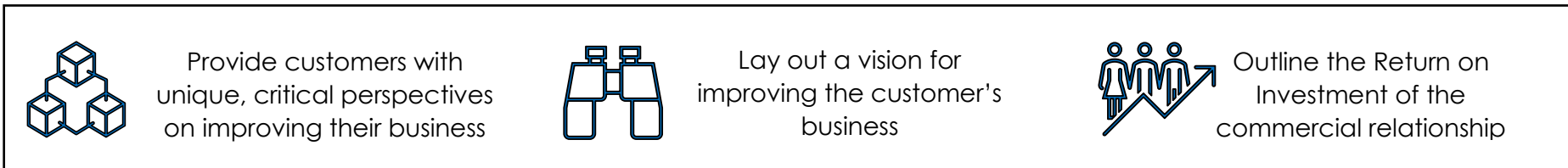
In a recent Sales Leadership poll conducted by Gartner, 72 % of respondents said their sales reps struggled to consistently meet account growth targets. The main reason - sales representatives prioritise **keeping their customers** rather than trying to **grow business** with them. A second finding from the research is that great customer service does not play a significant role in growing sales, although it does of course help retain the business.



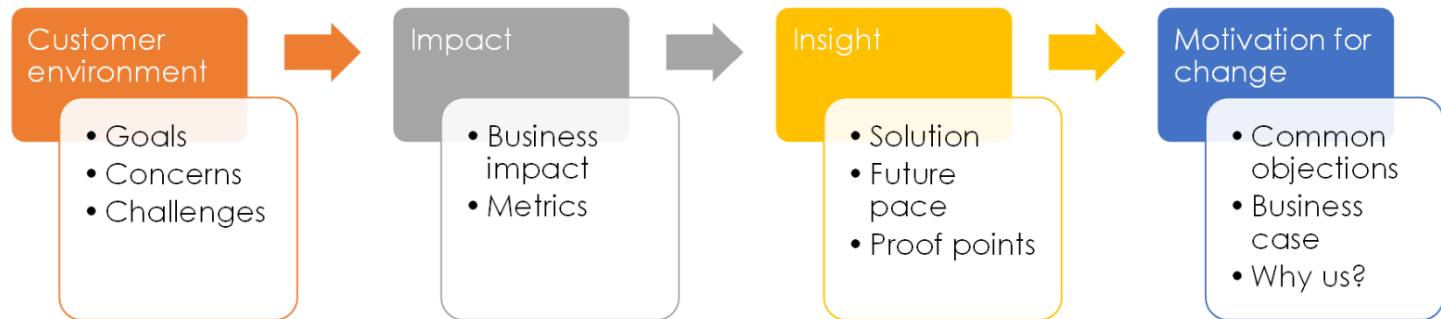
The secret to sales growth:  
Business Improvement

The biggest drive of sales growth is to help your customers improve their business.

This requires skills that are not normally taught in sales training programmes:

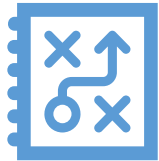


Business improvement involves a new approach to customer engagements:



## What you will learn:

There are six modules, delivered live via a Virtual Classroom, supported by self-study and 1-1 coaching



**Plan:** Know who your customers are.  
Have a clear strategy, value proposition and engagement plan.



**Build relationships:**  
Understand your customer's needs and improve the buyer experience



**Co-create solutions:**  
Work together to create solutions that benefit both parties



**Improve performance:** Manage your time and resources. Manage expectations. Influence your internal team.



**Control the process:** Focus on outcomes and financial impact. Make it as easy as possible for your customer to buy.



**Negotiate to close:** Collaborate to achieve mutually beneficial outcomes



## How the remote learning works

The programme takes place over five weeks:



The instructor delivers a 1 ½ hour session in a virtual classroom



Work through the e-learning modules and complete activities



Attend two 1-1 coaching sessions



Complete two assignments

## The value of this remote learning programme

- ✓ **Save time out of the office.** You have the flexibility of attending the Virtual Classroom and coaching sessions during or outside of working hours.
- ✓ **Learn at your own pace:** The eLearning allows you to develop a deep understanding of the concepts and you are given access to a member site with extra resources, eLearning, and videos to extend your learning.
- ✓ **1 to 1 Coaching:** You get focused facetime to ask any questions you might have, clarify anything that is not clear or if required, a sympathetic ear.
- ✓ **Apply the learning:** With most instructor-led programmes, you have forgotten half of what was covered before you have even left the classroom. Here you get to reinforce and apply your learning consistently, supported by your able guide.
- ✓ **Tools and resources:** The programme is full of helpful tools and resources like account plans, templates for presentations and proposals and a whole lot of examples of the right language to use to get results.

## About your guide

My name is Tim Keys. They call me the "Professor" because of my passion for learning. I founded the Sales Institute in 2000 because I believed the sales methods being taught had not adapted to changing customer demands.

Since then I have had the fortune of working with sales teams and their leadership around the world, including Microsoft, Oracle, Dimension Data and FNB.

Everything I teach is based on proven best practices and scientific research and I am constantly updating my own knowledge to make sure my work is always relevant.

I am as passionate about helping large sales teams as I am about helping start-ups and small businesses and have spent many years with Microsoft BizSpark, mentoring tech start-ups.

I would love to be part of this new exciting journey into sales success with you...I know we can do great things together.

My e-mail address is [timk@salesinstitute.co.za](mailto:timk@salesinstitute.co.za) if you have any questions.

*"Great programme. My relationships with my customers have improved dramatically."*

Sales Representative: Defy

*"I have moved from being an order taker to business advisor. What a difference."*

Sales Representative: Luxottica

*"I have attended lots a sales courses in the past, but they were very generic. This is the first programme that gave me skills I can actually use."*

Account Executive: Oracle

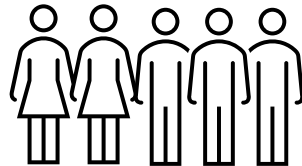
## Fee Structure (Inc VAT – Per person)

Per person



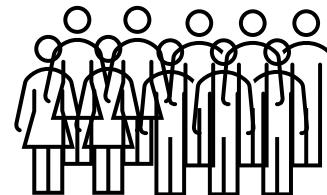
**R4 025** (R3 500 Excl)

5 to 9 people



**R3 850** (R3 000 Excl)

10 +



**R2 875** (R2 500 Excl)



## More detailed overview of what we cover

### Introduction to Strategic Account Management

- Programme overview
- Aims of SAM
- The journey from “tolerated” to “celebrated business partner.”
- How to enable sales growth through focusing on business improvement
- How do we measure success?

### Module 1: Plan

*Sales success results from planning your use of time and resources wisely*

- Prioritise a portfolio of high potential customers
- Build your core sales message / value proposition
- The value planning framework
- The 5 Cs: Clarity, Competence, Credibility, Confidence & commitment
- Define your sales strategy and tactics to help you achieve your objectives

### Module 2: Maximise customer touchpoints

*Focus on delivering real value at each of your point you engage with your customer*

- How to improve the buying experience
- Build trust and rapport: Create a meaningful connection

- Active listening and diagnostics: understand needs and requirements
- Structure the conversation: Pain – Impact – Vision of Solution
- Tailor the solution: Talk to the Industry, Company, Role and Individual
- Get permission to proceed: Summarise and get them to agree to next steps

### Module 3: Co-create solutions

*To build long-term relationships, you need to co-create solutions that deliver real value for both parties*

- Principles of co-creation
- Process:
  - Map customer requirements
  - Build capabilities to solve challenges
  - Create a services blueprint
- Present your solution

### Module: 4: Improve your performance

*How to improve your sales performance*

- Principle of personal responsibility
- How to maintain a positive mindset
- Set goals and focus on continuous improvement
- How to manage your time more effectively
- How to build internal support inside your organisation

### Module 5: Control the sales process

*You control the sales process by focusing on the customer's buying jobs and making the purchase as easy as possible*

- Map out your customer's buying jobs
- Focus on the outcomes
- Make it as easy as possible for your customer to buy. (Buyer enablement)
- Deliver a business case (financial impact and risk)
- Manage objections and close the sale.

### Module 6: Negotiate to close

*A structured approach to how you can conduct successful negotiations*

- Introduction to effective negotiations.
- Core principles of “collaborative” negotiations
- Planning for the negotiation
- Step by step guide through the negotiation process
- How to deal with specific negotiation scenarios

### Next steps

- Putting it all into practice
- How to maintain momentum
- Set your plan – 30/60/90 days