

Effective 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 learning programme is designed for **Account Managers** and 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.

In a recent Sales Leadership poll conducted by Gartner, 72 % of respondents said their sales reps struggled to consistently meet account growth targets.

In a different study conducted by Forrester Research only 6% of executives believed the agenda of sales-people was to help them drive results.

Growing revenue requires helping customers achieve success in their business



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



Build relationships: Understand your customer's needs and optimise the buyer experience.



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



Improve performance: Manage time, resources and expectations. Influence your internal team. Negotiate access to key decision makers.



Present a business case: 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.

"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

Intro: Strategic Account Management

How to make the journey to trusted partner.

- ✓ Programme overview
- ✓ Aims of effective Account Management
- ✓ The journey from “tolerated” to “celebrated business partner.”
- ✓ How to enable sales growth through focusing on

Module 1: Plan

Research your customer and build a plan on how you can help with business improvement.

- ✓ Prioritise high potential customers.
- ✓ Build your core sales message / value proposition.
- ✓ Use the Value Planning Framework to understand your customers' needs.
- ✓ Define your sales strategy and tactics to help you achieve your objectives.

Module 2: Build relationships

How to build trust and rapport. Keys to effective communication.

- ✓ How to improve the buying experience.
- ✓ Create a meaningful connection.
- ✓ Active listening and diagnostics: understand needs and requirements.
- ✓ Ask the right questions—focus on business growth.
- ✓ Structure the conversation.
- ✓ Tailor the solution.
- ✓ Get permission to proceed.

Module 3: Co-create solutions

How to co-create solutions that generate 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 performance

Learn how to influence multiple customer stakeholders and enable support from internal staff.

- ✓ Build an authority / influence matrix.
- ✓ How to influence multiple stakeholders.
- ✓ Coach customer advocates to achieve common goals.
- ✓ How to build internal support inside your organisation.
- ✓ How to successfully deliver the kick-off meeting

Module 5: Present a Business Case

Present a structured business case to motivate for investment in new projects.

- ✓ How to build a business case
- ✓ What goes into a business Case?
- ✓ Measuring value and managing risk
- ✓ How to present your business case to stakeholders

Module 6: Negotiate to Close

How to close the sale and negotiate an agreement that suits both parties.

- ✓ Secure the deal – techniques for closing the sale
- ✓ How to deal with common objections
- ✓ How to improve your negotiation skills
- ✓ Planning is everything
- ✓ The negotiation process:
 - Prepare
 - Communicate
 - Propose a solution

Module 7: Next steps

How to maintain momentum and ensure future business.

- ✓ Measure returns
- ✓ Provide feedback and plan next steps
- ✓ How to maintain momentum
- ✓ Set your plan – 30/60/90 days