



SALES FORCE TRANSFORMATION STRATEGIC ACCOUNT MANAGEMENT

Which current customers have the greatest impact on your business? Are you focused on the right customers?

Are you dedicating the right amount of resources to build a fully integrated, solution based relationship with the customers that can significantly improve your profitability?

Strategic Account Management is a formalized business building and relationship management process targeted at a limited number of strategic customers. This workshop highlights the need to leverage internal resources to achieve sales excellence and build strategic barriers against competitors.

*Pre-requisite: Strategic Impact Selling

OUTCOMES

The participants of the Strategic Account Management workshop will:

- Understand the concept of Strategic Account Management and how it aligns to the Consultative Selling Skills approach for customer and business development
- Explore the concept of Strategic, Foundational and Transactional customers
- Learn how their role as a Strategic Account Manager requires strong account development, facilitation and influencing skills to align internal resources with customer resources
- Understand the importance of power mapping and functional relationship management
- Adopt a provocative approach to business development that focuses on the business challenges of strategic customers
- Leverage internal teams to craft customer centric solutions that address current customer challenges
- Expand account management skills to build a cross functional relationship matrix with the customer