



CL NETWORK

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SALES TEAM TRANSFORMATION CURRICULUM

Strategic Account Management

2-DAY In-Person Corporate Training Workshop

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

“Strategic Account Management” is a formalized business building and relationship management process targeted at driving sales with a limited number of strategic customers. This workshop highlights the need to build competitive strategic barriers by leveraging corporate expertise and resources to create a “zippered” relationship with the customer.

OUTCOME

The participants of the the “Strategic Account Management” workshop will:

- Understand the concept of Strategic Account Management and how it aligns to the Strategic Impact 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

Pre-requisite: Strategic Impact Selling Skills

This workshop is ideal for senior sales and marketing leaders who are responsible for significant volume or strategically important customers.

Interested in elevating your team’s performance? Contact cindy.novak@clnetwork.ca