

# Selling4Success: Large Accounts



*The strategic and tactical pursuit of large accounts in today's complex sales environment*

## **What You Will Learn**

- Create an Account Development Plan to guide your focus in an account
- Participate in group discussions based on your sales experience
- Assess opportunities to better define those worth pursuing
- Identify the appropriate strategy for pursuing an opportunity
- Utilize a Series of Steps document to continually progress opportunities
- Learn how to gain access to senior managers and executives
- Develop questions for understanding the needs of senior management
- Learn how to develop rapport and credibility through customer service
- Create an Executive Call Plan to prepare for senior level meetings
- Define pursuit strategies and tactics to effectively win large opportunities
- Use interview skills to build trust with clients instead of "pushing products"
- Improve your communication skills at meetings with upper management
- Utilize a planning process and tools to manage the pursuit of large accounts
- Follow a post-sales analysis process to develop important data

## **Who Should Attend**

- Sales Executives, Account Managers, and Sales Support Personnel
- Sales Managers
- Business Development Managers

## **Course Duration**

- 7 hours



Selling to large accounts creates a new set of challenges for the salesperson. To be successful, sales professionals must be organized, understand the client's business needs, develop strong relationships throughout the account, and be able to think both strategically and tactically. Large Accounts focuses on developing long term relationships with large accounts by understanding the buying and selling cycle, developing rapport, enhanced questioning skills, providing value, and overcoming tough questions and objections.

## **Course Outline**

- **Managing Large Accounts**
  - Understanding Large Accounts
  - Managing Longer Buying Cycles
  - Servicing to Sell
  - Benefits of Process Selling
  - The Buyer Process
  - iSpeak Sales Model
- **Account Development**
  - Benefits of an ADP
  - Account Development Plans
  - Account Background
  - Account Objectives and Goals
  - Needs & Value Proposition
  - Opportunities
  - Account Strategy
  - Qualifying Decision
  - Selecting an Appropriate Strategy
  - Forecast Opportunities
  - Tactics and Action Steps
  - Communication Plan
  - Required Resources
- **Working with Senior Managers**
  - Selling Throughout the Organization
  - Customer Needs
  - Decision Criteria
  - Gaining Access to a New Level
  - Types of Questions
  - iSpeak Questioning Process
  - Relevant Questions
  - Impact Questions
  - Executive Call Plan
  - Agendas
  - Responding to Tough Questions
  - Process for Handling Objections
  - Building Credibility and Rapport
  - Visual, Verbal, and Vocal Communication
- **Implement to Improve**
  - Continuous Self Improvement
  - Satori Moments
  - Sales Commitments
  - 21-day Habits
  - Sales Resources and Tools

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