

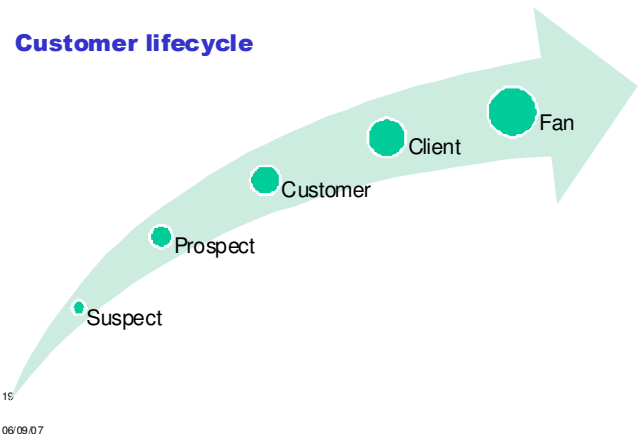
Solution Selling for Major Accounts

This course is a complete program on how best to sell to, manage and develop key accounts using solution selling principles and good account management. It is specifically designed for quick, consistent, easy and effective development of pro-active account development.

Two day course with one day follow-up workshop

Benefits

- Using the PROFIT account plan and methodology to gain greater share of individual client business.
- Skills and methods to use when managing and developing channel partners and major accounts.
- Improve the margin and 'sales mix' by promoting higher margin products and services through up and crossing selling.



Notes: Participants will be asked to bring details with them of two 'significant' accounts. Exercises, planning sessions and role-plays will then be constructed and focused on these real-life examples during the course.

The customer lifecycle model

Suspect (enquiry)	Prospect	Customer	Client	Advocate
Needs and buying interests unknown.	Interested but not yet purchased	Buys for the first time, or occasionally. Also lapsed and dormant customers	A regular or high value customer	A substantial customer share or strategic partner.

This is the model underpinning the program – how to move a client strategically from one stage to another.

PROFIT – six principles of pro-active Strategic Customer Development using solution principles

- Introduction to the PROFIT model: **Performance, Relationships, Objectives and goals, Feedback and Retention, Influence and Teamwork**
- Practical account development strategies: overview and case-studies

Performance

- Use practical tools to help you manage and measure account performance and success, including profitability and key performance metrics
- Design and build a monthly account dashboard for all types sizes of account
- Prioritise and manage accounts and customers pro-actively and successfully using proven planning tools
- Develop a cross-selling strategy to integrate solutions and products into the customer's business as closely as possible

Relationships

- How to build and manage key relationships within a customer
- Qualifying and managing key influencers accurately
- Producing a 'relationship matrix' for each account quickly and easily
- Approaching and developing new contacts strategically
- Tools and techniques for successful tracking of contacts and call-backs
- Developing a coach or advocate in every client site pro-actively

Objectives and goals

- Where are you now?– how to establish your competitive position within a customer
- Know how to set, monitor and track key objectives for accounts over the short, medium and long term
- Selling against the competition – developing both long and short sales strategies
- Find new opportunities in all customers and accounts.
- Setting jointly agreed goals, objectives and business plans, and tracking their successful implementation

Feedback and Retention – building loyal and satisfied customers

- How to monitor and track your customer's perception and satisfaction with your organisation, products and services
- Building a personalised satisfaction matrix for each account – plus making each customer feel 'special'
- Customer review meetings: best practice in building loyalty by regular joint planning events
- Spot and react to early warning signals that may cause a customer's loyalty to fade, reduce revenue or cause a customer to change system usage
- Developing a loyalty strategy for key accounts or groups of smaller accounts

Influence

- Maintaining pro-active contact with key customer stakeholders.
- Getting your message and strategy across to C-level contacts.
- To be able to better anticipate, identify, create, and develop business opportunities within a customer.
- Advanced solution selling skills: structured and advanced questioning techniques to uncover opportunities, need areas and business criteria – confidently and efficiently.
- Knowing your personalised value message: Differentiate your solutions clearly and accurately with customer/client-matched value statements.

Teamwork and time management

- Working with others inside your organisation to achieve your account goals
- Managing and working with a virtual team
- Creating cross-departmental communication loops
- Managing your time and accounts effectively

Putting it all together

- Personal account reviews, personal learning summary and action plans

Profit toolkit – extract from course workbook

The combination of this training and these notes and tools will allow you to:

- Increase your success with a customer, both in terms of business development and retention
- Serve as a briefing document for others who might be working with this account
- As a discussion and planning document to plan the account strategy and tactics and demonstrate best practice account management

This workbook contains several processes and tools that you can use to plan accounts more successfully. It does not matter if you complete all the sections, or in what sequence. The exact ones that you use will be based on your account, the objectives for the account and your account management style.

Performance	<ol style="list-style-type: none"> 1. Added value account management 2. Account dashboard 3. Cross-selling matrix and action plan 4. Business development opportunities
Relationships	<ol style="list-style-type: none"> 5. Relationship matrix 6. Contact profile 7. Build an advocate and coach
Objectives	<ol style="list-style-type: none"> 8. Mission statement 9. Goals and objectives 10. Action planning
Feedback and retention	<ol style="list-style-type: none"> 11. Customer service standards and client satisfaction scorecard 12. Client review meetings 13. Performance analysis
Influence	<ol style="list-style-type: none"> 14. Advanced customer service standards 15. Client communication skills checklist 16. Personalised capability statement 17. Opportunity and general questioning prompt sheet
Teamwork	<ol style="list-style-type: none"> 18. Internal stakeholder map 19. Virtual team communication loops 20. Time and account management