

Strategic Account Management

Optimize account penetration and profitability of your key accounts

The age of Key Account Representatives is in full swing. Buyers are constantly pushing for the “commodification” of virtually all products and services. They are using complex Request for Proposal processes to cement long-term, low-margin contracts with suppliers, based primarily on price. To succeed under this competitive pressure, you strive to differentiate yourself by bringing higher value than a simple “supply” source to your customers. You want to be a business analyst, consultant and a trusted ally, impacting your customer’s strategies and bottom line. You endeavour to establish strategic, synergistic, interdependent partnerships, where you and your customer shape the direction of each other’s business.

CPSA’s Strategic Account Management examines the strategic and tactical elements involved in key account sales. This program is designed to help you **establish holistic, value-based partnerships with large customers**, optimize your penetration of those accounts, and maximize the revenue and profit they generate for you and your company.

Who Should Attend

- More seasoned sales professionals focused on major account
- selling in a business-to-business sales environment involving a
- longer, more complex sales cycle (with no more than 20 accounts)
- New and current key account representatives looking to become
- more strategic and proactive to differentiate themselves from
- competitors

Key Course Benefits

- Employ a successful step-by-step method to become a valuable strategic partner with your customers
- Elevate the strategic partnership, facilitate integration and synergy with your key clients
- Conduct a consultative investigation meeting to uncover key information about a client’s business, goals, and needs
- Create a proposal, structured as a sound business case, that includes the unique value proposition which aligns with the client’s business objectives
- Maximize the Return On Time Invested with each of your key accounts and individual sales opportunities you pursue
- Develop a strategic account plan that optimizes efficiency and effectiveness for any key account or prospective account
- Selectively target the key account you approach for new business development with well-defined goals aligned with your organization

Course Content (2-day program)

Building Blocks of Successful Key Account Selling

- Overview of the foundational principles of the Value Pyramid and the various roles played by Key Account Representatives
- Optimizing the value clients seek from you and your organization
- Strategies to increase integration and synergy within key accounts - partnership evolution

- Maximizing ROTI within your accounts and assessing future sales opportunities

Strategic Territory Planning

- Key concepts and principles about goal setting and forecasting
- Tools to perform a detailed analysis of your organization as compared to the competition and the marketplace
- Applying the Key Account Targeting Model to identify where to invest your time: goal alignment, forecasting, territory planning, and time allocation
- Building the territory plan based on all information collected from various analyses

Strategic Key Account Sales Process

- Overview of Account Acquisition and Opportunity Sales components of the strategic key account sales process
- Converting account data into strategic intelligence and insight
- Building comprehensive action steps, growth strategy, and strategic account plans
- Using consultative investigation dialogue with members of the Decision Influence Group to uncover their unique motives and needs
- Keys to effective solution implementation based on a strong business case of financial arguments

Strategic Account Management

- Building an annual business review for your existing key accounts
- Developing a strategic account plan, financial business case, to grow your major account
- Developing and delivering consultative advice and business solutions
- Building and communicating your unique value proposition to senior executives