



High performance selling in complex accounts (coaching)

Selling to complex accounts involves effective planning, the ability to form strategic relationships, and the leadership to connect the people, knowledge and resources in your own organization to the client's needs. This 3-month program offers the sales professional a path to long-term key account selling success.

We focus, as needed, on these critical areas:

- Current key account challenges
- Managing the complex sales process
- Forming strategic relationships—especially at the client
- Leveraging your company's resources—people, knowledge, creativity, etc.
- Writing winning proposals and presentations
- Managing multiple sales objectives

We focus on how you demonstrate and establish value for those complex accounts. Depending on your needs, we may work on writing a winning proposal, mastering the sales cycle, or handling competitive selling situations. Because our goal is to help you build your business, we will discuss specific client situations, such as evaluating a sales opportunity, managing a client relationship, or discussing an upcoming meeting.