



## **Real World Selling Strategies for Key Accounts**

Great salespeople are masters of strategy. They know how to establish relationships with senior executives. They form networks of influence at client companies. They can marshal a publisher's people, knowledge, and tools to remove obstacles in the path to successfully closing major deals. This workshop provides teams with a repeatable method for planning strategies that lead to successful key account engagements.

### **What you and your team will gain:**

- A proven method for key account selling that is predictable, efficient & repeatable
- Effective ways to identify hidden buying influences and how to sell to them
- Improving selling efficiencies through strategic planning
- Greater capacity to leverage your people, ideas, and resources
- Strategic plans that enable senior managers to know the current situation, challenges, and roles people in the organization can play to close significant deals

### **Day 1: Training on concepts that will be utilized throughout the workshop:**

- Establishing the Strategic Client Objective (SCO) and sales goal
- The four buying influence roles
  - How each type of influence determines business and personal ROI
  - Building a key client network through client coaches
- Developing a strategic roadmap
- Leveraging the your people, knowledge, and tools
- Managing the sale to close

### **Day 2: Workshop: Applying strategic selling in specific, real world account settings**

- Half day: building strategic plans for key account objectives
- Half day: presenting plans to the group for comments, questions, and suggestions

### **Day 3 (One Month Later): Workshop: Revision and reshaping the strategic plans**

- Half day: progress review of strategic plans for comments, questions, and revisions
- Half day: (if needed) availability for individual meetings with salespeople to review progress or extended group work

### **Day 4 (One Month Later): Workshop: Outcomes of strategies**

- Half day: salespeople present the outcomes of their strategic selling work. We conclude by presenting how they can integrate these methods in all of their key account work.
- Half day: (if needed) availability for individual meetings with salespeople to review progress or extended group work