

Key Account Planning

This engaging one-and-a-half-day program is designed to give participants an opportunity to assess where they are with key accounts and provides them with information, tools and practices that will allow them to be more successful.

Learning Outcomes

- Describe what makes a sale complex
- Assess the critical "hats" key account managers wear and which matter most
- Execute an account analysis in order to better understand the customer's strategy
- Map key players within the account
- Generate two to three account strategies and the tactics necessary to succeed

Program Flow

Day One

Welcome

Introduction

Learning objectives

Complex Sale

What is it?

Why are they difficult?

Review of sales types that win

Six Hats of Account Management

Types

Top performers

Planning

Why plans fail

Yellow flags

Account Analysis

PESTER

Strategic Disciplines

Key Players

Analysis

Needs

Buying personas

Driving action

Leveraging Insight

Insight window

Markets

Positioning

Fish chart

Day One Close

Day Two

Welcome Back

Gallery walk

Selling Higher

Getting to the senior level

What do CEOs value?

Strategic conversation

Competition

Champion, challenger, contestant

Status quo bias

The endowment effect

Strategy and Tactics

Workshop Close

Workshop evaluation