Sales Blueprint

AUDIENCE

All business-to-business sales professionals, managers, and sales support professionals responsible for leading and managing strategically critical accounts.

A fast, effective approach for creating and executing account strategies

Program Benefits

Sales Blueprint, from BTS, is an innovative experiential learning program that helps sales professionals, their team members, and their managers create powerful, analytical, and action-packed plans to manage major accounts. Incorporating many of the principles of the other Sales Mastery programs, *Sales Blueprint* creates awareness of, and skill in applying, the best strategic practices sales professionals can leverage to ensure their account plans produce winning results.

Sales professionals learn to use a fast, effective approach to developing and executing account strategy. The approach helps them understand and align with their customers' highest goals, take a standard approach to creating and communicating strategy, and execute their strategy even when challenged. Managers are prepared before the workshop to coach during the training. They are also prepared to help their teams implement the process and principles back in the field after the workshop through strategic coaching and regular account reviews.

Sales Blueprint helps salespeople:

- Access and use a robust system of sales strategy tools to better understand and analyze major accounts.
- Apply an efficient sales process to develop an effective account strategy.
- Determine areas of knowledge needed to create a customer-focused strategy.
- Invest time and energy to maximum effectiveness in an account.
- Align with what the customer values.
- Identify a broader set of individuals in the customer organization with whom relationships must be built.
- Determine buying centers and opportunities each offers.
- Create an overall account objective.
- Develop an action plan aligned with the account objective.
- Apply best practices to execute the action plan.
- Recognize obstacles to fulfilling the plan and ways to avoid or overcome them

Program Description

The key elements of *Sales Blueprint* are:

- Element #1 – Participants work with their manager to select an account and gather the data required to complete the form.
- Element #2 – During a learning day for managers, the principles and practices of the program are unveiled. Managers are prepared to coach participants during the workshop and perform post-program account strategy reviews.
- Element #3 – During the first workshop activity, teams of sales people leverage cards and learning map technology to identify account strategy outcomes as well as possible challenges involved.

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- Element #4 – Participants review best practices critical to account planning and assess sales performance working with a customized scenario. They examine four areas of knowledge involved in customer-focused account strategy.
- Element #5 – Participants learn about and use their new account strategy system. They learn and apply ways to capture account information, conduct analyses, and develop an overall account objective.
- Element #6 – Participants work on the accounts they selected in their pre-work to create a new account plan and develop an account objective. They work in pairs to debrief and receive coaching on other areas to consider.

Implementation/Customization

A custom case study is created to learn the process for developing an account strategy. Outcome and Sales Best Practice cards can be customized to reflect approaches that work best in the participants' own companies. The account plan map can also be customized to reflect a company's particular needs.

The recommended implementation process includes prework, a pre-meeting with managers, and the workshop.

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