Sales Blueprint

A fast, effective approach for creating and executing account strategies

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

The next generation in account strategy development—a consistent approach to developing an account strategy.

> 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

Sales Blueprint has a critical set of cornerstones that form a foundation for the program's content. Participants will relate back to these cornerstones as they go through the program. Together, they provide a "compass" for guiding the development of the skill sets.

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The following cornerstones form the foundation for SALES BLUEPRINT:

- Spend equal time on learning and applying the new concepts and approaches.
- Engage managers in training—supporting the process and building skills.
- Balance between pre-learning, classroom, and field implementation.
- Customize the content to reflect the real world and to engage learners.
- Engage in self-discovery with accelerated learning, not lecture.

> Program Flow

SALES BLUEPRINT is comprised of seven key elements. The first is prework in which participants work with their manager to select an account and gather the data required to complete the form.

The second element is a learning day for sales managers in which the principles and practices of the program are unveiled and the managers are prepared to coach participants during the workshop and perform post-program account strategy reviews.

The third element is the first activity in the sales professional's workshop. Working in teams and leveraging cards and learning map technology, participants identify account strategy outcomes and determine those most important for sales growth as well as possible challenges involved with having clearly developed account strategies.

In the fourth element, 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.

During the fifth element, participants learn about and use their new account strategy system in the context of the same custom scenario. They learn and apply each of the key areas for capturing account information, conduct analyses, and develop an overall account objective.

In the sixth element, participants work individually or in account teams on the accounts they selected in their prework 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.

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> 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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