



Account Management

AUDIENCE

Sales representatives and partner sales representatives, sales managers.

Manage accounts for maximum sales results

Program Benefits

- Identify or create sales opportunities with and for a customer
- Increase win rates
- Engage earlier in the customer's buying processes
- Broaden and deepen customer relationships
- Move from transactional selling to strategic and solution selling
- Uncover and capture the total available opportunity

Program Description

Account Management explores the benefits of account planning and provides the tools to create and execute an effective account plan. Participants will gain insights into the customer's business environment, opportunities, relationships and competition. Then they will learn how to set clear account objectives and business goals, as well as develop an action plan for building value to achieve long-term account sustainability.

Implementation/Customization

Account Management consists of a series of five Integrated Learning modules, each 75 minutes in length and delivered once a week (target program duration is four weeks).

Each Integrated Learning module is structured to lead up to a Work Assignment that translates learning into action. Participants are given a week to apply the new approaches and tools they learned in the classroom to real-world situations. Each successive module then starts with a "look back" to review the Work Assignment from the previous module, share best practices and reinforce learning.

Modules are delivered live over the web by a host, a subject matter expert (SME) and a producer. Participants experience a tightly produced and highly engaging training program that leverages dialogue, exercises, participant interaction, video and animation to support the total learning environment. In place of workbooks, participants are directed to an online Application Guide at the end of each module that summarizes the main learning points and acts as a job-aid for implementation.

All 3g Selling sales training programs are based on the principles of Third Generation Selling, 3g Selling's proven sales methodology that synchronizes selling to the specific target market's buying process. As such, all programs are configurable "off the shelf" to the client's specific sales process, terminology and overall business environment.