

External Sales Advanced

Customer segmentation and planning

Description	<p>Training program where Account Managers are exposed in a practical way to the key question related to successful sales: Why is it important to use your time effectively and prioritise customer focus? This question is the crucial first step of an effective selling process and enhances the chances for a positive and profitable outcome. This program is all about "Thinking like an entrepreneur" e.g. what would I do if this was my own money? The program supports the prioritisation process and provides tools to enable application of what has been learnt. The program helps the Account Manager to increase their sense of accountability and teaches them to ask the question "Why am I doing what I am doing?" more often.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ All External Account Managers with good understanding of solution selling principles ▶ All Sales Managers managing teams and sales individuals
Contents	<ol style="list-style-type: none"> 1 Introduction, training objectives and context 2 Segment and prioritize high potential customers 3 Collect and understand the customer and decide on business fit 4 Identify Key opportunities and develop a strong Value proposition 5 Deliver the proposition with conviction 6 Follow-up and review 7 Action planning 	<p>Language</p> <ul style="list-style-type: none"> ▶ English ▶ Dutch ▶ French ▶ German ▶ Local language where needed <p>Duration</p> <ul style="list-style-type: none"> ▶ Core training – 2 days ▶ Comeback Day – 1 day (3 months after training)
Learning objectives	<p>Account Manager will learn how to segment and prioritize customers and prospects in a meaningful way</p> <p>Account Manager will learn to take personal responsibility and will feel more accountable through this program</p> <p>Account Manager will learn to ask three times why before decisions are made that could prove costly to the Account Manager without understanding of the ROI</p> <p>Account Manager will learn to use practical and valuable tools to enable applying the above skills / techniques</p> <p>Account Manager will learn to understand the important business fit between customer and supplier better before taking important decisions costing partner time and effort</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Partner Sales Account Managers' behavior, the GROWTHCOACH organises a comeback day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 3 days POA ▶ Development time: tbc