

On-Boarding Skill Development

5.0 Turning Account Managers into effective demand generators

Description	<p>This program has been developed as we have recognised and observed from up close that too many businesses recruit Account Managers who are woefully unprepared for their jobs and have no idea how to differentiate themselves and their company from their competitors. This is a program that will help them to become effective demand generators and lead converters within three months by teaching them an effective and proven set of skills and ensuring that the Account Managers will be able to select, prioritise, develop and execute a lead generation plan. The program has a main objective ensuring that businesses become less dependent on third parties for their leads and to make it possible for Account Managers to have the confidence and the skillset to generate, develop and follow-up leads themselves thus increasing success in a very cost-effective manner.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ New and / or existing Hunter external Account Managers ▶ Partner new and / or existing proactive 'Hunter' internal sales people
Contents	<ol style="list-style-type: none"> 1 Introduction, training objectives and context 2 Step 1 - Sales Champion support scoping session - A session if the Partner wants and needs this where the vision is translated into a more detailed and tangible three to five year strategy 3 Step 2 (optional) - Strategic planning session to trigger next stage Vision and Values workshop - A session if the Business wants and needs this where the vision is translated into a more detailed and tangible three to five year strategy 4 Step 3 - One to one intro meetings with Account Manager(s) - This will be the meeting where the Account Manager is being introduced to the Sales Champion program and exposed to Vision and Values and implications in a selling context 5 Step 4 - Account Manager(s) start induction vendor(s) - Internally - Essential success factor in the Sales Champion program is the early on-boarding of the Account Manager to drive knowledge and confidence 6 Step 5 - Account Manager(s) - will get value selling skills training - The on-boarding program should be well underway and AM's network should be growing. This is needed to allow them to be pro-active in realising this objective 7 Step 6 - Account Manager(s) will work on lead generation and conversion strategies 8 Step 7 - Account Manager(s) will work on developing social selling strategies - This is the key stage where the Account Manager works on developing hot lists of high quality leads and how to approach them by using compelling social selling techniques 	<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 – Total of 4 days per Account Manager over 3 months (mix of face to face and remote) ▶ Coaching process – 3-6 months post core training (remote)
Learning objectives	<p>The new or existing Account Manager will learn the importance of discipline and focus when targeting new business opportunities</p> <p>The new or existing Account Manager will learn process, skills and methods allowing them to become effective and successful in generating, developing and converting leads within a short space of time</p> <p>The new or existing Account Manager will learn themselves to define unique Partner selling proposition, prioritise verticals, develop elevator pitch towards relevant stakeholders, define Unique Selling points and develop plus execute effective HOT Calls and convert leads to business</p> <p>new or existing Account Manager will develop a skill set in a short space of time ensuring swift ROI related to the selling effort</p>	<p>Participants (max)</p> <ul style="list-style-type: none"> ▶ Per person (can be done with more Account Managers over the same period)
Refresher	<p>To ensure that the skills learned become part of the Sales Account Managers' behavior. We suggest to continue to be actively involved through limited but relevant remote coaching and support until circa three months after finalising the core training. This will help anchor the method and skills and continue to strengthen the confidence levels of the new and / or existing Account Managers</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 4 days POA ▶ Coaching process: 4 hours per month or 1.5 days POA