

SALES ACCOUNT MANAGER Foundation

Effective solution selling program

Description	<p>Training specifically designed with the Account Manager in mind. This training teaches the fundamental skills and tools needed for an External Account Manager to excel in selling the business outcomes of their proposal and not the features. This training is relevant for young and old, experienced and green, unconscious incompetent and competent. The program is very interactive with an optimal balance between self-work, group exercises, role plays and blue sky discussion.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ All External Managers ▶ All Sales Managers ▶ Everyone with direct customer contact / exposure ▶ All Sales Support functions (Sales Engineers)
Contents	<ol style="list-style-type: none"> 1 Determine the features of the current proposition (what makes us different) 2 Develop the iceberg of deeper customer insights and needs 3 Understand the customers' decision making process 4 Prioritising and documenting key customer needs 5 Developing important consultative questioning skills 6 Using body language to connect better with the customer and build rapport 7 Learn to adapt to customer personalities to create chemistry 8 The 'Elevator Pitch' and differentiating benefits of your proposal 9 Dealing effectively with customers' objections and close with conviction 10 Solution selling role plays 	<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 is looking to develop long-term "Trusted Advisor" relationships with existing clients</p> <p>Account Manager is already successful in opening doors but wants to get better at closing deals</p> <p>Account Manager is a reseller partner with excellent technical knowledge</p> <p>Account Manager sees the challenge around optimisation "Solution Selling skill set" and realises the up selling and cross selling opportunity</p> <p>Account Manager wants to become better at influencing buying decisions</p> <p>Account Manager wants to ensure it follows up efficiently on opportunities</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Account Managers' behavior, 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