

External Sales Advanced

Working the customer life cycle program

Description	<p>Training program where Account Managers with a decent level of understanding of solution selling principles will be taken through a very interactive, role-play driven workshop, combining cold call acquisition techniques with the advanced use of consultative questioning skills and selling the compelling 'WHY buy from?' us question. The interactive nature of the program is driven by short bursts of "theory" followed by intensive role playing sessions to practice what has been discussed and learnt. Also the focus of the role plays will be "REAL" customer cases to optimise relevance and swift application after the workshop. All this will be supported by a customer planning document which will make it easier for line managers to have a detailed follow-up with the delegate after the workshop and implement a useful and important coaching process.</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 Preparation of a successful reach and acquisition strategy 3 Role play session one - THE ELEVATOR PITCH 4 Developing the relationship - using advanced questioning techniques 5 Role play session two - UNDERSTANDING THE CUSTOMER 6 Develop an inspiring BIG IDEA 7 Develop a compelling - "What's in it for me?" 8 Role play Session three - SELLING THE WHY 9 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 approach and conduct cold calling efforts both by phone and F2F</p> <p>Account Manager will be able to apply skills learnt earlier in a very effective NBD context</p> <p>Account Manager will be able to take the skill of consultative questioning to a new effective level</p> <p>Account Manager will be able to deliver a compelling elevator pitch to a customer</p> <p>Account Manager will be able to develop and answer the "Why should I buy from you?" question</p> <p>Account Manager will learn to document the customer life cycle insights and actions using a practical planner</p> <p>Account Manager will apply all learnings through extensive role playing around a REAL customer case</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