

# Major Account Sales

Major accounts are not like larger versions of small customers; they are hugely different and require strategic thinking and a long-term approach from the sales person.

“Make a customer, not a sale.”

- Katherine Barchetti



To be able to successfully transition into a Major Account Sales role, delegates must understand and consider the following:

*Major accounts are inconsistent; how they buy, what they buy and how much they will pay changes continuously  
The sales process is usually long – often years – and involves multiple decision-makers  
To win their business you will compete against some of the fiercest competitors within your industry*

## The Masterclass

To address the challenges of working with Major Accounts, Celsius Graduate Recruitment has joined with Innovas to offer a very participative full-day masterclass in which we cover the following:

- Identifying and qualifying leads
- Understanding corporate buying decisions and the buying process
- Building relationships with multiple decision-makers, gatekeepers and influencers
- Leveraging external and internal stakeholders
- Major Account prioritising, plans and planning
- How to retain and increase current business and increase customer loyalty

## Takeaways

From this unique module, participants will learn to use methods and techniques they can use to build relationships with major accounts and identify the right people to work with. Our course is offered solely to delegates who work within Technology Sales, meaning the techniques that we teach are specifically designed for this Sector.