

# The Essentials of Account Development

**There's more to account development than managing the account, a skilled account manager will adopt a 'consultative' stance with their customers in order to strengthen their position, relationship and identify the right sales solutions that create their company's key accounts.**

This module highlights the need to be more than just a 'sales person' but someone who becomes a business consultant, long-term ally and strategic co-ordinator.

**"No business in the world has ever made money with poorer management."**

- Bill Terry



## The Boot Camp

According to the Pareto principle, the top twenty percent of your clients will give you eighty percent of your business. How then do you optimise how you service these accounts whilst not losing sight of your pipeline and future business potential. This module will teach you the knowledge, skills and techniques required to effectively analyse, prioritise, develop and review your accounts whilst taking a customer-centric approach that maximises revenue, everybody wins. We cover:

- Strategic account management
- The difference between product selling and consultative sales
- Reviewing the sales process and managing your pipeline
- Effective account planning and prioritisation
- Uncovering and developing customer need
- Identifying and understanding key buying influencers
- Understanding influencer response modes and when they are ready to buy
- The psychology of the decision maker
- Mapping the decision making process
- The Win/Win Matrix– objective business wins and subjective personal wins

## Takeaways

Attendees will take away a set of essential tools that will allow them to adopt a more consultative approach when dealing with customers, to quickly identify and uncover customer need, respond with the most effective sales solutions and to achieve higher levels of customer satisfaction and retention.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.