

Account Development

Summary

Account Development is the point in the overall sales process where sales people cease talking about 'jobs' or 'proposals' and begin to talk about 'accounts' and 'relationships'. As well as generating a template for effective customer development, the module illustrates the cost – benefit techniques that must be employed when deciding just how much time and how much resource should be allocated to any given account. As an aid to this, participants will be exposed to a range of measurements that quantify the level of the relationship both from the buyer's and the seller's point of view. This in turn will provide a starting point from which good account development can proceed.

Target Audience

Although suitable for all sales professionals, whatever their current level of development, in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role
- Existing sales professionals who have not previously attended formal training
- Existing sales professionals who require training in how to manage significant accounts
- Those being developed to move into a selling role

Prerequisites

None.

Objectives

- To introduce participants to the key steps of effective account development
- To provide an overview of the Buy- Sell Hierarchy model
- To introduce the concept of investment decisions as applied to account development
- To share ways in which relationships can be measured and quantified

Key Learning Take-Aways

- Participants will be able to utilize the Buy – Sell Hierarchy model as a framework for assessing mutually acceptable relationship levels
- Participants will have the ability to utilize a step by step approach to account development
- Participants will have an action plan to take back into the workplace

Course Duration

This course is a 1 Day, instructor led, classroom event delivered in an intense workshop environment

For more information on this program please contact John Marrow
Tel: 0044 (0)7713 501451 Email: john.marrow@marrowtraining.co.uk