SELLING TO MAJOR ACCOUNTS (A Strategic Approach)

Major account selling requires a long cycle and a big investment of resources. That's why today's successful sales professionals are more than just tactical pros—they're strategic experts. This course will show you how to develop a strategic selling plan that will save you time, money and hassles by identifying the right account and project, why your offer matters to them, what it takes to assure their long-term relationship and how to move them along the pipeline quickly.

Learning Objective

Participants will:

- Enhance sales performance while spending less energy
- Gain customers' loyalty by understanding their needs
- Increase business from existing accounts
- Shorten the sales cycle by identifying and removing internal and external bottlenecks
- Home in on prospects predisposed to buy from you
- Become more efficient at account maintenance
- Create a clear sales plan that keeps you organized
- Learn ways to get referrals from existing customers

Learning Contents

- The changing environment: the salesperson as a strategist
- Developing the strategic plan: thinking "big picture"

- Establishing goals, objectives and indicators to enhance major account performance
- Skills needed for selling to major accounts
- Qualifying your best opportunities: your likeliest sources for
- ROITEM (Return on Investment of Time, Effort and Money)
- Managing and tracking pipeline performance

Fee

~~₦ 199,500.00~~	~~₦ 165,000.00~~	□ 165.00

Discounts off regular fees for open Programme: 3 -5 nominations 5%

Programme also available as in-plant. Fee: Negotiable

Who Should Attend?

Sales reps and senior sales reps in B2B market.

May 15 – 17,

November 6 – 8 , 2024.

Property of Impact Consulting Nigeria.

- 10, Obokun Street, Off Coker Road, Ilupeju, Lagos.
- Tel.: +2348023060462,+2348033876456,+2348033014321
- info@impactconsultingng.com