

Strategic Account Development

Today's marketplace demands a sophisticated sales force that thinks strategically when creating and implementing solutions for the customer. To act strategically, account managers must know marketplace trends, assess competitive, complex selling situations from multiple points of view, and know which questions to ask, who is impacted, and who are potential resources. This program provides fundamental models for thinking through complex situation analysis and creating innovative customer solutions using a strategic thinking process.

TOPICS

- ❖ Analyzing business trends
- ❖ Big picture strategies
- ❖ Identifying strategic stakeholders
- ❖ Enhancing customer solutions through strategic thinking
- ❖ Overcoming stakeholder resistance
- ❖ Fine-tuning your customer solutions strategy

RESULTS

Participants will be able to:

- ❖ Analyze business/marketplace trends and their impact on determining customer solutions
- ❖ Identify key internal/external partners and players
- ❖ Identify key stakeholders and their potential as resources
- ❖ Utilize an assessment model for determining the customer's need, cost-benefit, compatibility, and risk involved with the solution
- ❖ Identify and overcome stakeholder resistance
- ❖ Apply critical thinking in determining actions
- ❖ Develop a strategic plan of action for a potential customer solution