



## Account Strategies

The most common approach used in selling is a *direct strategy*; going head to head and feature to feature. Unfortunately, it is also the most defeated strategy in sales. Unless you are the incumbent, winning with a direct strategy is difficult because it requires obvious and measurable product or service superiority. *Indirect strategies* are the domain of seasoned sales professionals. Learn how to change the rules to your favor by influencing the decision criteria or the decision process, use timing to delay a decision, or how let the competition win an undesirable piece business is more sophisticated while you focus on the business that you really want.

## Target group

Early to mid-career sales professionals

## Topics

- ⇒ What are the economic factors influencing your account?
- ⇒ What are the political factors influencing your account?
- ⇒ Where is your competition and with whom are they aligned?
- ⇒ How do you influence the decision criteria and decision process?
- ⇒ How do you choose a formal strategy in order to defeat your competition?

## Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This training includes Commitments to Action (CTA's) which ensure that the learning is applied in the field.

## Duration

1 day

## Course objectives

After this training course, you will be able to:

- ⇒ Gather and interpret account intelligence around the following landscapes:
  - Economic
  - Political
  - Competitive
  - Operational
- ⇒ Execute a formal account strategy based on competitive intelligence
- ⇒ Recognize your competitors strategies and alter your approach to win more often

## Follow up courses

Complex Account Management