



Leading Virtual Teams

As a National Account Manager, you are responsible for the overall account performance and must engage “your team” to accomplish goals. At the same time, most large customers today have high levels of expectation and even though you may perform well at a few large locations, the customer expects you to execute well at even the most obscure sites. Unfortunately in most cases; your team is virtual and does not report to you, but how well you lead this team determines your success. This course is designed to improve your ability to implement complex account plans through effective planning, high impact communications, coaching, and leadership skills.

Target group

National account or large account sales professionals

Topics

- ⇒ What are the challenges of managing an account through a team?
- ⇒ How do I gain influence and leverage my skills to lead a virtual team?
- ⇒ What roles should exist on my selling team?
- ⇒ How do I define roles and responsibilities for resources involved with multi-site accounts?
- ⇒ How do I lead a team with ambiguous authority?
- ⇒ How do I forecast and set goals for my sales team?
- ⇒ How do I create ownership and accountability for each of my selling team members?
- ⇒ How do I manage performance problems?

Approach

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

Duration

2 days

Course objectives

After this training course, you will be able to:

- ⇒ Develop & utilize account planning to align with your team with the customer's business objectives
- ⇒ Forecast and achieve goals for a major account
- ⇒ Create an operating rhythm which will provide accountability and visibility for my account team

Follow up courses

Business Acumen, Value Messaging, Managing Major Accounts, Negotiations