



## Managing Major Accounts

When you are responsible for major or large accounts, it is imperative that you possess both strong strategic and tactical planning skills. You must penetrate these large accounts at every level ensuring that you are high, wide and deep. You are no longer an individual contributor. You are responsible for building and leveraging an account team with high expectations and not always the overall authority. The best way for you to defeat your competition is to align your account team with your customer's business.

### Target group

Major and National Account Sales Professionals

### Topics

- ⇒ How do I improve my executive-level selling skills?
- ⇒ What is the purpose of an account plan and what are its key components?
- ⇒ How do I utilize an account plan to increase performance in a major or large account?
- ⇒ How do I define roles and responsibilities for resources involved with my major or large account?
- ⇒ How do I plan for customer initiatives?
- ⇒ How do I forecast and set goals for my major or large account?
- ⇒ How do I create an operating rhythm for my account team?

### Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. This module includes 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:

- ⇒ Plan for and conduct executive-level sales calls
- ⇒ Develop & utilize account planning to align with your customer's business
- ⇒ Forecast and set goals for a major account
- ⇒ Create an operating rhythm which will provide accountability and visibility for my account team

### Follow up courses

Complex Account Management, Business Acumen, Value Messaging, Leading Virtual Teams, Negotiations