

Strategic Account Planning



Duration

2 days

Group Size

Maximum 12 participants

Who Should Attend

Sales Professionals

Program Outcomes

- Significantly increase size of wallet from larger and more strategic accounts
- Increase customer loyalty from these high value accounts
- Differentiate strongly against competition
- Deepen relationships with stakeholders, based on trust
- Deepen the partnership between the two organisations through a planned approach

Business Challenge

As organisations reduce their supplier lists and decentralise decision making authority, it demands sales people who can manage complex selling situations. This means create presence across their client organisation in order to position themselves as trusted advisers and optimise sales opportunities.

To successfully penetrate further into the client organisation, to increase footprint and loyalty to your organisation, takes planning and a strategic approach.

Program Overview

The Strategic Account Management program allows senior sales professionals to profile their key accounts and produce strategic plans to achieve account objectives. This is achieved through an understanding of the principles and practices of Strategic Account Management. The program focuses on how to develop the account for greater opportunities for ongoing business, as well as how to plan an approach to progress existing short term opportunities.

"Outstanding, practical session with immediate and direct feedback to allow participants to develop, trial and experiment, and then change".

CEO, Global Computer Company

"The preparation prior to the workshops was excellent, which resulted in a more focused delivery. The workshop was carried out in a fun environment, but maintained balance in achieving the business objectives. Thanks again Synergy for another great program.

*Managing Director,
National IT Company*

More Information

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Key Components

- The transition from sales representative to account manager and 'business partner'
- Defining the characteristics of a key account to fit within our business and strategic objectives
- Prioritisation of effort to distribute client time to manage, penetrate and grow accounts more effectively
- Understanding stakeholder preferences and styles
- Identifying opportunities and threats within the account landscape
- Understanding Power Gradients in account relationships and how to even up the balance
- Developing a profile for key accounts that fits core business criteria
- Development of effective and strategic account plans
- Implementation of Account Planning and Management Tools

Research & Approach

The Synergy research team is regularly applying learning from the Synergy analysis engine, together with the latest approaches and techniques to enhance its content and methodologies.

The program approach enables participants to utilise their own accounts to allow them to plan and apply the skills and behaviours throughout the workshop. You will walk away with an action plan which enables you to immediately transfer your skills to your business reality.

The Results

As a result of attending this program, business professionals will be equipped to:

- Strategically plan their approach to increase business from a key account and continue to differentiate against the competition
- Analyse the stakeholder landscape inside the key account and plan their approach to ensure maximum buy-in from all influencers
- Demonstrate their presence within an account through specific account plans which identify business opportunities
- Enjoy broader coverage of selected accounts, leading to greater retention and growth