
strategic Partnerships

PROGRAM OVERVIEW:

A great salesperson knows how to align themselves with their customers. Businesses enter in on partnership agreements everyday. The most difficult part of creating a partnership is how to execute it. We guide the participants to have new ideas and a comprehensive plan for generating more revenue from your chosen account with a reliable process to use with all of your appropriate accounts.

KEY LEARNING OUTCOME:

Participants will be able to confidently negotiate with a customer with a mutually advantageous outcome.

WHO SHOULD ATTEND?

- Proactive Salespeople who negotiate with customers, both internal and external.

DURATION:

- 2 days

VENUE REQUIREMENTS:

- Face to Face, maximum 16 people

POST PROGRAM FOLLOW UP:

- 1 hour webinar 3 weeks after the program

PROGRAM PREREQUISITES:

- Pre-work will be given to participants to learn about their customer before coming to the training.
- Must complete Advanced Selling Skills first.

INCLUDED MODULES:

- Identify Customer Loyalty Level
- What is Account Planning
- Develop Account Planning Process and the Tools to match
- Develop Account Vision
- Develop Account Goals
- Role-Plays to practice key skills learned

