

Major Account Selling and Opportunity Management Skills

To successfully close major sales within large accounts, salespeople must develop their selling skills beyond the basics. When selling to large accounts, salespeople have to more than sell, they have to manage the account, seek out opportunities within these accounts and then manage any resulting sales opportunity.

This program outlines the importance of data collection and information gathering, finding and cultivating key contacts and decision makers, uncovering and/or developing opportunities within an account, developing a strategic partnership with the client, and managing the sale through situation reviews, key factor assessments, as well as industry and competitive analysis.

Major Account Selling and Opportunity Management Skills will take a detailed look at:

- Account and Relationship Management
- Opportunity Seeking
- Opportunity Management
- Strategic Design
- Planning and Team Selling Skills
- Using LinkedIn for Business Advantage

The benefit of this workshop is it provides you with a proven methodology and framework for developing and maintaining a strategic account plan, as well as a single page / screen tool for managing the complexities of a single opportunity within an account. In the workshop, you will use one or more of your current accounts and opportunities to understand and develop strategic account plans and opportunity MAPS.