

## **American Management Association's Selling to Major Accounts: A Strategic Approach**

### ***Learning Objectives***

- Identify Your Best Opportunities and Persuade More of Them to Take Action More Quickly
- Spot Prospects with a Poor Prognosis for Success, and Avoid Them
- Shorten the Sales Cycle
- Earn More with Less Effort
- Improve the Sales Process to Improve Results
- Apply the Concept of RTEM—Return on Investment (of Sales) on Time, Effort, and Money—to Get More Out of Your Activity
- Manage Your Performance to Improve It Continuously

### ***Thinking Strategically***

- Address the Challenges Associated with Selling
- Differentiate Between Strategy and Tactics
- Apply the Concept of RTEM to Your Efforts
- Know the Four Elements of Your Selling Strategy—What, Who, Why, and How

### ***The Major Account***

- Define What Constitutes a Major Account
- Differentiate Major Accounts from Other Types of Customers
- Understand Your Role as a Major Account Manager
- Develop a Strategic Approach to Managing Your Major Accounts

### ***What Have You Got to Sell?***

- Sell the Strengths of Your Offerings
- Define Your Ideal Customer and Find Prospects That Match the Profile
- Define the Ideal Project and Invest Resources to Secure It

### ***The Selling Process***

- Manage the Sales Process More Effectively
- Create Process Milestones Based on the Five Key Prospect Actions
- Define Results Indicators to Improve the Sales Process

### ***Identifying High RTEM Opportunities***

- Improve Your Ability to Qualify Opportunities
- Choose Opportunities with the Best Prognosis and Invest in Them
- Identify “Non-Starters” and Avoid Them

### ***Managing Relationships***

- Manage Internal Relationships
- Manage Customer Relationships
- Distinguish Between Business Development and Account Maintenance

### ***Managing Your Pipeline***

- Understand Mathematical Assumptions About Your Pipeline
- Spread Your Risk By Managing the Pipeline
- Manage the Non-Sales Demands on Your Time
- Use Leverage to Produce Referrals
- Emphasize Results Over Activity

### ***Tracking Performance for Continuous Improvement***

- Use the Plan-Do-Check-Act Cycle to Improve Continuously
- Develop Meaningful Performance Targets
- Manage Account Performance Strategically
- Create and Maintain Action Plans That Keep You Focused

### ***Committing to Action***

- Know What Elements of This Program Work Best for You
- Plan a Course of Action to Adopt the Learning
- Develop Habits to Lock in New Skills