

# STRATEGIC ACCOUNT SALES

## SOLUTION OVERVIEW



### COURSE DESCRIPTION:

Value-leading organizations are facing an array of trends that are challenging their ability to achieve broad-based and sustainable growth. These trends include:

- Commoditization of value by the rise of procurement
- Disruptive competitive environments
- Changing role of sales within the customer experience
- Shifting generational dynamics within the sales team and customer organization

The reality for strategic sales professionals is tough. They are faced with needing to address these critical market trends while executing the business strategy and driving profitable growth.

Research indicates there will be significantly fewer sales professionals in the near future; those who attempt to serve existing demand with a transactional relationship are likely to see their jobs replaced by artificial intelligence or outsourced to off-shore remote sales firms. The truly “consultative” sales professional will realize continued opportunity through their ability to position themselves as a strategic resource to their customers.

“Strategic Account Sales” is an engaging three-day learning experience designed to help B2B sales professionals more effectively position their value to customers; supporting their need to differentiate from competition and accelerate performance and success. This learning experience is action-oriented and focused on building capabilities through immediate application to a live opportunity in each participant's funnel.

### AUDIENCE:

Strategic B2B sales professionals including: sales representatives, enterprise sales executive, key account executives, and independent agents or distributors.

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### COURSE OBJECTIVES:

Participants in this course will build actionable capabilities to immediately increase productivity by:

- Align to customer opportunities representing the highest probability of fit
- Develop a deep understanding of the customer's business direction
- Develop a relationship strategy to gain access to senior-level decision makers
- Deliver high-impact business presentations that drive action
- Position value over price

### SCHEDULE OF TOPICS/AGENDA:

- Day 1**
- Introduction of the IMPAX Process
  - Acquiring and organizing customer data and information
  - Developing the business fit

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- Day 2**
- Building the Coach network
  - Gaining access to senior-level decision makers
  - Business presentation development

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- Day 3**
- Business presentation delivery
  - Neutralizing gatekeepers
  - Procurement strategy
  - Establishing a plan to implement the process

### METHOD OF INSTRUCTION:

The course will primarily be delivered through an engaging live, on-site experience. The instructors are experienced sales leaders who have faced the same realities as the participants.

Participants will actively develop a real customer opportunity that will be ready for immediate implementation.