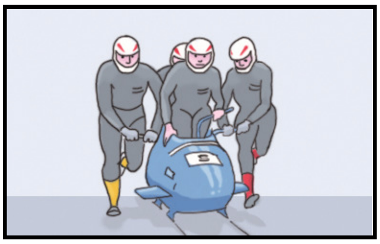
infoteam
THE SALES PROCESS ARCHITECTS



Managing Strategic Accounts™ (MSA)

Increase revenue and share of wallet through systematic account development

Overview

Managing Strategic Accounts™ is a program designed to help account teams create a comprehensive account development plan. The underlying principle of the program is that an organisation must consistently add value to the customer's business to become a strategic partner.

The participants gain a deeper insight into their customer's business and analyse the strengths and weaknesses of their current relationships. Based on this analysis, they develop a 1 to 2 year strategy for developing the account.

Who should attend?

The workshop is targeted at complete account teams spanning all functions from sales through to delivery and customer care. The workshop brings together teams spanning multiple locations and functions to focus them on developing a coherent and comprehensive approach to their common customer.

Workshop Benefits

- **Discover opportunities** – through a deeper understanding of the customer's business
- **Improve partnership** – through a better Value Proposition for the customer
- **Increase repeat business** – based on higher customer satisfaction
- **Improved synergy** – by getting everyone to "sing from the same hymn sheet"
- **Collaborative account plan** – validated by the customer and the own management
- **Organisational alignment** – of resources to execute the account plan
- **Increased share of customer wallet** – through systematic account development

Workshop contents

- Application of a team-based methodology for account development
- Assessing current account status vis-à-vis competitors from the customer's perspective
- Understanding the customer's objectives and critical issues and how we can add value
- Build on existing opportunities, and identify and quantify new ones
- Develop a concise vision and engage internal resources to achieve it
- Involve the customer in developing a joint action plan to move forward
- Internal management approval and commitment to allocate necessary resources
- Develop relationships with key people in the account

Duration

The complete program begins with a ½ day Management Kick-Off followed by web-based account-team briefings to prepare for customer interviews. Teams then create their account plans and gain internal management commitment in a 2-day account planning workshop.

Participant Preparation

In addition to the team briefing, account teams must schedule and execute customer interviews to gather input for the account planning workshop.

Facilitator

Infoteam's trainers all have a successful selling background and several years of experience in using our methodologies. All information exchanged in the workshop is held in strict confidence.

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