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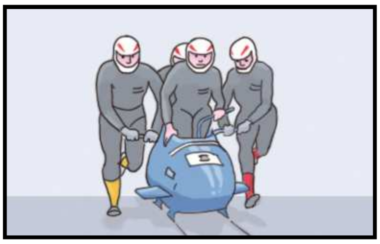
THE SALES PROCESS ARCHITECTS



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 challenges, and determining how you can add value
- Build on existing opportunities, and identify and quantify new ones
- Reaching out to new Buying Centers and top management
- 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

Programme approach

The program begins with a half-day Management Kick-Off and Customisation Workshop followed by:

Step 1: Web-briefing of the Key Account Managers (KAM's) and other team members to understand the account planning process and the required preparation to maximise the return on investment.

Step 2: Participants conduct customer insight interviews for the selected accounts.

Step 3: Two-day account planning workshop involving all key players of the account team.

Step 4: Executive meeting with senior customer management to review and approve the account plan.

Infoteam Sales Process Consulting AG – Chamerstrasse 56, CH-6300 Zug, Switzerland
Tel: +41 44 804 11 77 Fax: +41 44 804 11 70 web: www.infoteam-consulting.com E-mail: info@infoteam-consulting.com

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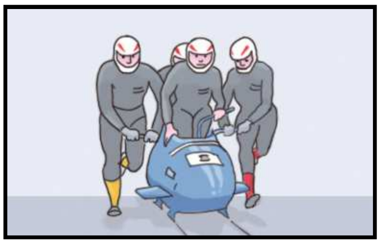

Managing Strategic Partners™ (MSP)

Retain and increase revenue through partner account development

Overview

Managing Strategic Partners™ is a program designed to help partner account managers create a comprehensive account plan to generate mutual growth with OEM's, VAR's, system integrators and distribution partners. It focuses on value creation for the partner and new business generation for both parties.

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

Target Audience

The workshop is targeted at complete teams for the selected partners including sales and product specialists but also delivery and service staff. The workshop helps the teams focus on developing a cohesive and comprehensive approach to support the partner in successfully developing its business and market. The workshop is typically attended by 4-5 partner account teams.

Workshop Benefits

- **Discover new opportunities** – through a deeper understanding of the customer's business
- **Increased market share** – and conversions by focusing on the right strategy for the partner.
- **Increased management credibility** – by strengthening our value proposition
- **Increased repeat business** – through the elimination of critical factors and better loyalty
- **Organisational alignment** – of resources to execute the partner development plan
- **More accurate forecasts** – through stronger influence on the indirect sales process
- **Collaborative planning** – by involving the partner in the process

Workshop contents

Application on key accounts of a team-based methodology for partner development

- Conduct partner insight interviews to understand their objectives, critical issues and determine how you can add value
- Assess relationships, market penetration and current performance vis-à-vis competitors from the partner's perspective
- Develop a concise vision and engage internal resources to achieve it
- Generate new ideas to create more partner value and generate new business
- Business planning with opportunities, initiatives, account budget and relationship development
- Team consensus with action plans to convert the partner strategy into top-line results
- Internal management approval and commitment to allocate necessary resources
- Prepare and dry-run the meeting to validate the partner plan with the customer

Programme Approach

Step 1: Web-briefing of the Key Account Managers (KAM's) and other team members to understand the partner account planning process and the required preparation to maximise the return on investment.

Step 2: Participants conduct partner insight interviews for the selected accounts.

Step 3: Two-day partner account planning workshop involving all key players of the partner account team.

Step 4: Executive meeting with partner senior management to review and approve the account plan.

Infoteam Sales Process Consulting AG – Chamerstrasse 56, CH-6300 Zug, Switzerland
Tel: +41 44 804 11 77 Fax: +41 44 804 11 70 web: www.infoteam-consulting.com E-mail: info@infoteam-consulting.com