

Team Selling to Strategic Accounts

2 Days

Course Overview

Team Selling to Strategic Accounts is an innovative 2-day workshop that fosters close-knit teamwork among Account Executives, Portfolio Managers and Product Specialists so they can differentiate the Financial Institution from the competition. They work closely together in a simulated, competitive situation to plan for and make calls on a customer in an attempt to win the business. They work together as a team to:

- Perform account analysis and develop a two-year account strategy
- Develop specific plans for several calls they will make on the customer
- Make several calls on the customer to understand the customer's business and try to win the customer's business
- Revise their account strategy and plan for the next calls to develop the relationship
- Develop a plan to transfer their skills to their jobs

Team Selling to Strategic Accounts is not a traditional training program. It simulates the actual process Account Executives, Portfolio Managers, and Product Specialists need to use to differentiate themselves from their competitors by creating a high-quality customer interaction every time they meet with their customers.

The program includes market analysis and the completion of a marketing plan. The classroom sessions include brief content presentations, discussions, exercises, and simulated face-to-face calls on the customer. Participants will form teams to work through planning and calling on the customer.

A case study runs throughout the workshop. The teams compete with each other to win a greater share of the customer's business. They make multiple calls on multiple decision-makers in the customer's organization to try to understand the business from the customer's perspective and to explore Financial Institution solutions to solve business problems. The simulation culminates in a final presentation in which all teams make a formal pitch for the business. The customer will evaluate the effectiveness of each team's approach and award a share of the business based on performance.

WHAT WILL I GET OUT OF IT?

Participants will:

- Work effectively as a team to manage accounts more strategically
- Develop a marketing plan that addresses key customer segments
- Prioritize high potential existing accounts and prospects
- Leverage key centers of influence
- Develop comprehensive, strategic, business development plans for key accounts
- Plan thoroughly for each call and tie individual call plans into the account strategy
- Use effective communication and selling skills to:
 - Understand the key strategic business issues their prospects and customers face
 - Determine the business implications of these issues

- Determine the impact of these issues on operations
- Identify the resulting financial implications and needs
- Shape, in concert with their customers, financial solutions to meet those needs
- Tie the financial solutions to the impact on financial needs and overall business results
- Handle customer objections
- Present solutions in a way that differentiates the Financial Institution
- Differentiate the Financial Institution by consulting with customer decision-makers on those business problems that “keep them up at night”
- Add value by showing customers how financial solutions can impact those business issues
- Increase their hit rate on proposals accepted
- Develop deeper relationships with customers and cross-selling more products and services
- Achieve a greater percentage of their overall account plans

WHO'S IT FOR?

- Relationship Managers / Account Executives
- Portfolio Managers
- Product Specialists

COURSE CONTENT

This program will be presented in three modules over two consecutive days of training.

DAY 1	DAY 2
<p>Module 1.1: Introduction</p> <p>Module 1.2: Marketing Plan Review</p> <p>Module 1.3: Making Initial Contact</p> <p>Module 1.4: Leveraging Influence Centers</p>	<p>Module 3.1: Overview of Skills for Making High Quality Calls</p> <p>Module 3.2: Establishing Value</p> <p>Module 3.3: Gaining a Broad-Level Understanding of the Business Issues and Implications</p>
<p>Module 2.1: Developing Strategic Account Plans</p> <p>Module 2.2: The Customer's Perspective</p> <p>Module 2.3: Pre-Call Planning</p>	<p>Module 3.4: Gaining a Broad-Level Understanding of the Business Issues and Implications (continued)</p> <p>Module 3.5: Defining Impact on Operations and the Financial Management Implications</p> <p>Module 3.6: Exploring Concerns</p> <p>Module 3.7: Presenting Solutions to Obtain Commitment</p> <p>Module 3.8: Follow-up</p>