

## MEANING MORE TO CLIENTS™ SERIES

### STRATEGIC ACCOUNT MANAGEMENT

#### Business Challenge

Done well, **Strategic Account Management** enables companies to build strong and productive ties to their most valuable clients. The key to SAM is moving upstream in the client strategy and decision-making process to become a true strategic partner. Once a partner however, customers demand clear and reliable value from the suppliers they select. The price of increased customer loyalty and greater account penetration requires salespeople to provide articulated and unique value to their customers and to manage their accounts strategically in highly competitive and complex selling environments.

#### The Focus

**Strategic Account Management** is targeted towards experienced salespeople, global account managers and sales teams focusing on specific verticals. The program provides the tools to develop effective account penetration and management strategies based on what customers value. Salespeople will learn to think strategically, advance customer relationships, use data and analysis more effectively, and deploy internal resources most efficiently.

#### Key Content

- 4 strategic selling disciplines that help salespeople anticipate ways to create unique value
- Practical tools for strategic planning, relationship building, goal setting, and the expansion of account opportunities
- Insight into shaping account approaches and improving strategic account management skills
- Account planning job aids to assist in a structured strategic account planning process

#### Outcomes

By participating in **Strategic Account Management**, salespeople and their support teams will be able to:

- Increase the value and commitment in new and existing relationships
- Differentiate the selling organization from competitors
- Create targeted account plans and strategies
- Deploy seasoned experts against major accounts
- Make valuable organization-to-organization connections at the highest level



#### WHO WILL BENEFIT

##### Strategic Account Management

is designed for global account executives responsible for managing complex client relationships. The program addresses strategic thinking and resource allocation, as well as creating the balance between growth and client retention.

#### DELIVERY

##### Strategic Account Management

is a 2-day learning experience supported by prework, a team-based evening assignment and live account plan presentations.

#### ABOUT

Founded in 1999, ProDirect LLC is a sales training and coaching company dedicated to helping companies leverage their sales talent. The firm blends sales training, business development tools, and real world coaching to help clients achieve results they can feel. Based in Princeton, NJ, ProDirect serves clients in the Global 2000.