



Sales Training, Coaching and Consultancy.

**STRATEGIC ACCOUNTS OVERVIEW**

# Strategic Account Management

Strategic account management is a key function to any organisation where the goal is a recurring revenue model built on long-term relationships.

In large accounts or in the case of a major customer, there needs to be more than a traditional sales relationship.

Salestrong's view is that this is a team effort and requires the full support of the business to ensure that good relationships are at the heart of successful Strategic Account Management.



## Steve Moore National Sales Director

*"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works!" "Inspirational training which gives every seller the tools to increase their own sales, increase their own commission"*

## Michael Millard Regional Sales Director

*"The sales training delivered has been excellent. This has resulted in a complete shift in focus, away from talking about themselves towards something truly understanding the customers needs. The learning has been further supported by the follow-up coaching support."*

## I What is Strategic Account Management?

- Designed to help account managers manage multiple-stakeholder relationships and maximise account revenues.
- Delegates will work through the "GRIPI" framework, to develop a clear strategic plan at account level.
- Often delivered in partnership with Growth Accelerator

## I What are the Benefits?

- Align the account team on the goal for the customer.
- Establishing and prioritising the gaps that exist around client intelligence.
- Understand different stakeholder profiles and how to work with account mobilisers.
- Develop a balanced portfolio of customers by effective segmentation.
- Understand the customer value chain.

## I Who should take the course?

- Sales Professionals.
- Account Management Professionals.
- Business Development professionals.
- Marketing professionals.
- Other roles that interact with key accounts.

## I Delivery Options

Insight sales is a sales training course that can be tailored to the specific needs of an organisation using the following delivery methods:

- Tailored on-site live programmes
- Train The Trainer (Client Associate)
- Blended e-Learning and live programme.
- Growth Accelerator (Live Deal Coaching)

# Case Study

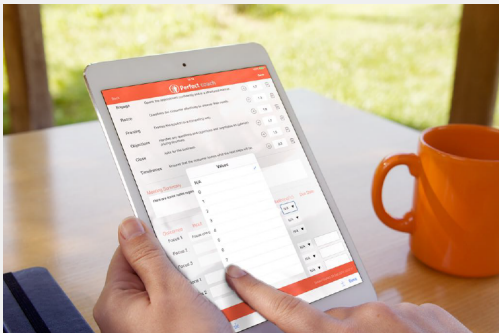


## Perfect Coach App

An integral component to the programme success, Salestrong designed and built the Perfect Coach app. Perfect Coach is an iOS application that allows the speedy recording of Sales Coaching sessions in-the-field.

The app supported the Regional Directors in their coaching and embedding efforts, resulting in a significant increase in the quality and quantity of observational coaching sessions.

The app provides valuable insights via a series of charts presented as a Dashboard.



## | Business Challenge

Worldpay identified a need to develop a world-class sales capability programme for their SME team. However, with no common sales methodology, they needed the sales team to change approach in order to effectively sell the value of Worldpay solutions.

## | Bespoke Solution

Salestrong were chosen by Worldpay to design, build and deliver a bespoke transformational sales academy for the field sales team and Regional Directors.

The programme was broken down into 3 key phases:

- **Diagnostic stage**
- **Design of Programme**
- **Delivery inclusive of Pilot**

## | Sales Performance. Guaranteed.

As a global leader in payments processing technology and solutions; Worldpay were looking for a return on their investment which was a key factor in choosing Salestrong.

Within **month 1** they saw over **£80million** in increased card turnover and a further **£2million** in increased and retained sales within year 1 of the academy being run.

## MM Salestrong

## | About Salestrong

Salestrong is a sales performance consultancy providing sales transformation services in some of the worlds largest companies, through our Training, Coaching and Consulting expertise.

We're trusted for 3 key reasons:

- We offer bespoke solutions to achieve your goals.
- Our clients choose us because we align with their values.
- Finally, we guarantee a return on your investment.

**Sales Performance. Guaranteed.**





 **Salestrong**

UK Tel: +44 (0) 1778 382733

US Tel: +1 (919) 719 3935

[www.salestrong.co.uk](http://www.salestrong.co.uk)

Copyright © 2016 Salestrong Ltd. All rights reserved

## Our Clients

