

Negotiating Major Accounts

Course duration/times

2 Days

Why attend?

To gain a greater understanding between negotiating and selling to larger accounts whilst learning how the customer's buying criteria differs in major accounts.

Who should attend?

- Sales Managers
- Sales Executives
- Account Managers
- Senior Sales Negotiators

Topics covered

- Identifying major accounts
- Understanding the process of negotiation
- Advanced questioning skills to identify the customer's evaluation process
- Presenting your solution with PowerPoint to key decision makers
- Account development strategies

By the end of the course, delegates will be able to:

- Confidently identify ideal major prospect accounts
- Distinguish between selling and negotiating
- Use a consultative approach to questioning prospects
- Create impact by using PowerPoint with confidence when presenting prospective customer solutions
- Develop strategies to develop existing key accounts

Extra encouragement

This course overcomes the many challenges that sales people face today when prospecting key accounts whilst creating a greater awareness of the buying criteria to enable sales professionals to meet their business objectives.