

# BRILLIANT SALES ACCOUNT MANAGEMENT

*Getting the Big Deal Easier and Faster*



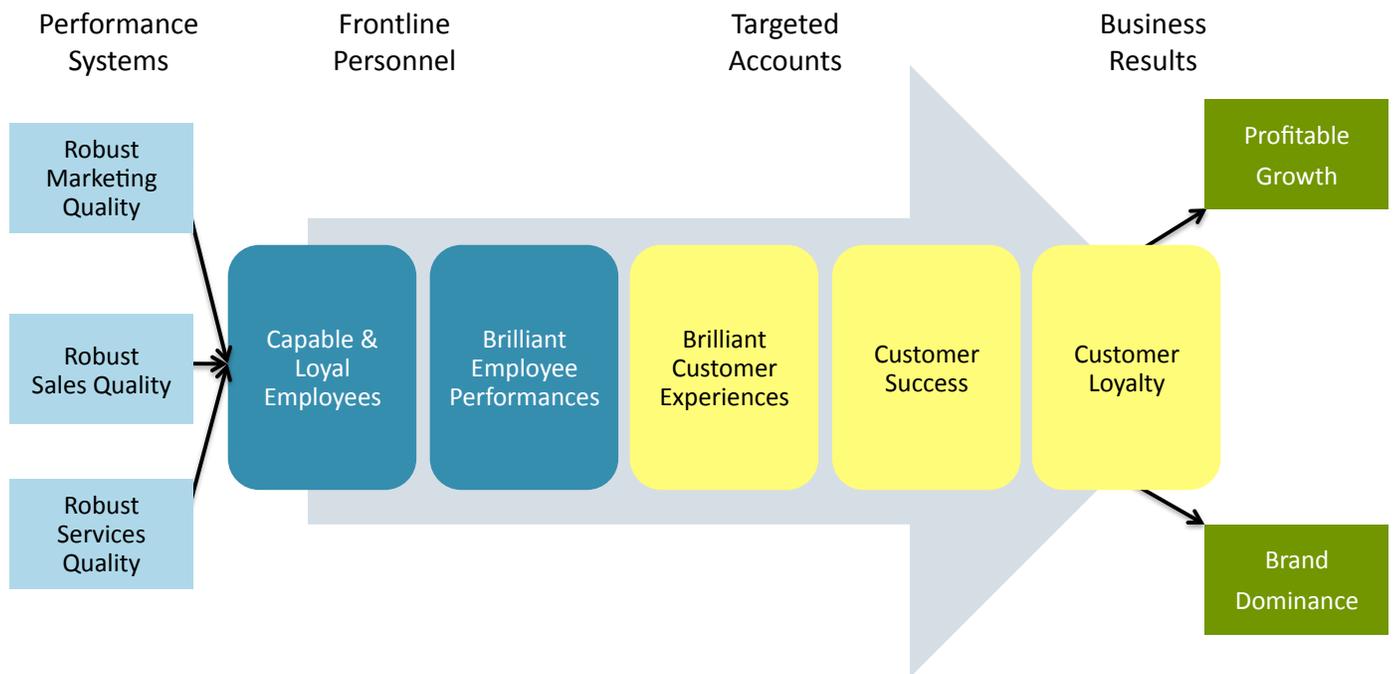
Is it your responsibility to lead a team to **profitably sell sophisticated solutions** that address **critical issues in complex environments** within **strategic accounts**?

Are you looking for ways to:

- Block out the competition?
- Improve your win rate without deep discounting?
- Compress the buying cycle time?
- Build trust-based relationships with key account executives?
- Align your value proposition to customer success?
- Create a brilliant customer experience throughout the selling process?
- Generate great referrals and WOM?
- Effectively and efficiently create and lead a strong sales account team?

**IF SO, THIS WORKSHOP IS FOR YOU!**

## The Brilliant Performance Chain



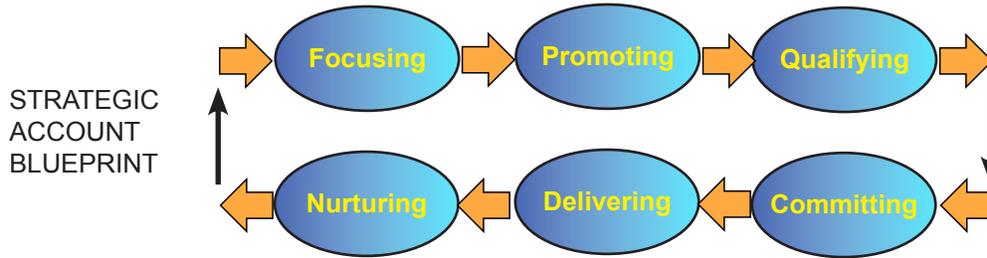
Our three-day core workshop (optional two-day), The Brilliant Sales Account Manager, is research-based and field proven. In this highly interactive workshop, participants will learn the knowledge, skills, processes, tools, and attitudes necessary to become a top-performing sales account manager and have the confidence to deal effectively at all levels within their strategic accounts. You will be provided the proven tools that will accelerate building trust while effectively managing relationships both within your accounts and within their own organizations. Attendees will have the chance to plan, prepare, and practice real-life situations with their most important accounts.

Example questions to be answered:

- What differentiates key account management from selling?
- How do you qualify a potentially good key account opportunity and disqualify everything else?
- How do you quantify what customer success looks like and feels like for the key account players?
- How do you build C-suite relationships?
- How do you build a robust strategic account plan that will yield customer success and negate competitors?
- Who should be on the “get the big deal” team...when, where, how, and why?
- What are the meaningful measures that motivate and matter most?
- What are the processes, tools, and techniques required to compress buying time?
- How do you persuade, influence, cajole, negotiate, plead, demand, beg internally to get the job done?

## The Strategic Account Management 6-Pack

*Getting and Growing Brilliant Business*



### Who Will Benefit from Attending?

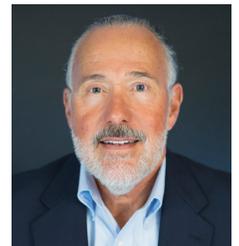
- Sales account managers
- Leaders of the account management initiative
- Members of the sales account management team
- Marketing account managers
- Services and support account managers
- Executive account management sponsors

*To gain the greatest impact, bring all key players from the sales account management team.*

### Your Facilitator and Advisor

#### James “Alex” Alexander, Ed.D.

Dr. Alexander is the founder of Alexander Consulting, and a Service Strategies partner. For over 20 years he and his organization have helped product companies create brilliant services and solution capabilities. He has sold products, services, and consulting, managed key accounts, led sales organizations, and been recognized for top sales performance at both Upjohn and Xerox.



Alex has authored or co-authored over 200 articles, three white papers, six research reports, and four books, including *Seriously Selling Services* and his latest, *The Brilliant Service Professional*. He has taught at universities in the U.S., Europe, and Mexico and spoke, trained, and consulted on over four continents.

Alex was selected as the services pundit for IBM Global Services 2003 Headlights Program and served as the U.S. Department of Commerce’s e-business subject-matter expert for the duration of its Inter-American E-Business Fellowship Program. Furthermore, he acted for 12 years as the vice president of professional services for AFSM International.

### Interested in Attending this Workshop?

Call 858-674-4864 or e-mail [info@servicestrategies.com](mailto:info@servicestrategies.com).

### Interested in Learning More about Sales Account Management?

Visit the Strategic Account Management page on the Alexander Consulting website:  
[http://www.alexanderstrategists.com/strategic\\_account\\_managers.html](http://www.alexanderstrategists.com/strategic_account_managers.html)