

## Seminar Schematic

for

# Account Selling Skills S101/1

by



Redbeech Limited  
Beechcroft, Shepherd's Lane, Bicton Shrewsbury SY3 8BT  
Tel: 0870 114 9292 . Fax: 0870 114 9180 .

E-Mail: [RB\\_Sales@Redbeech.co.uk](mailto:RB_Sales@Redbeech.co.uk)

## Seminar Aims

This seminar is designed to:

- Help delegates understand how to identify and engage with the decision makers within organisations to progress and win sales opportunities
- Help delegates recognise and communicate selling propositions based on the value their product or services brings to a specific customer.
- Help delegates understand how to conduct successful deal negotiations

## Seminar Objectives

By the end of this seminar, using any support materials available, delegates will be able to:

- Define and apply a method to identify decision makers and influencers within an organisation that are involved in the buying of their product or services.
- Identify and communicate the true value their products or services bring to a customer to maximise the chances of winning profitable business.
- Apply a negotiating method that is most likely to deliver 'win-win' profitable deals more often.
- Define best practice approach to writing customer-centric proposals and bid responses that result in sales contracts.

## Target Audience

Individuals with some experience of selling. Sales people new to account selling.

Individuals who require accelerating their success and gaining deeper understanding of professional selling.

Sales teams with a need to establish a common understanding of account selling techniques and methods.

## Pre-requisites

An understanding of the sales role and have experience of applying core sales skills.

## Duration

2 - 3 days depending on delegate abilities and client specific requirements.

## Number of participants

A maximum of 10 and a minimum of 4 per seminar event.

## Seminar Outline

This seminar offers the core skills necessary for successful account based sales people. The seminar provides a sales library of techniques to assist delegates understand the processes involved in account selling. The seminar consists of a mix of theory and practice designed to help participants grow in confidence and application of newly learned skills.

## Timetable

The seminar is designed to run on a normal work day basis, ie 8 hours from 09:00am.