



Winning Major Sales

This Master Class is designed for national and key account sales people who are responsible for winning, developing and keeping high value customers.

Acquiring - and keeping - major accounts has to be one of the most pressing priorities for any forward thinking business. In this Master Class, sales people learn how to manage and develop the potential of key accounts, and so have a measurable impact on future profitability. The **'Winning Major Sales'** Master Class is aimed particularly at sales people responsible for the 20% of customers who provide 80% of your sales turnover, and covers all the essential planning and preparation stages of key account management.

The decision-making process at Board, Departmental and Purchasing level is analysed, and successful strategic sales techniques are highlighted - including how to tackle those all-important boardroom meetings and negotiations.

Course objectives

- To win, develop and retain high value customers
- To maximise your company's professional profile
- To build long-term, profitable partnerships

Delegates will learn

- What makes major sales different from their smaller counterparts
- How to exceed customer expectation
- How to develop knowledge of customers' finances
- How to get inside the decision making unit
- How to discover the customer's bottom line
- How to get time on your side
- How to negotiate back from a weak position
- How to determine sales policy
- The importance of negotiated partnerships
- How to win major sales in the boardroom