

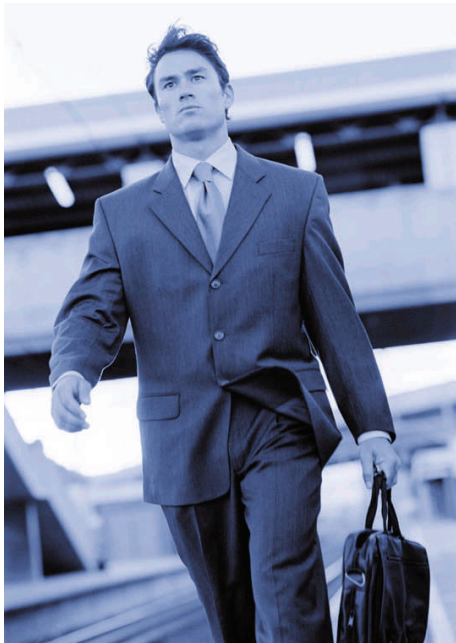


DELIVERING RESULTS...increasing sales

Key Account Planning

Introduction

Success in winning business comes from expert planning of the sales campaign. Big and multiple business deals very rarely 'just' happen; they are planned and success comes from executing that plan. It is also important to consider the short term objectives and win the 'low hanging fruit' as well as ensure the more profitable and strategic opportunities are secured. An account planning workshop can ensure all the bases are covered and the sales person and team know how to win. The workshop is based on individual requirements and can be completed from 2 hours up to 2 days.



Programme Content

- Determine what you know about the customer and equally what you need to find out
- Build a sales pipeline ensuring a balanced portfolio of opportunity
- Focus on strategic & more profitable business
- Identify key customer projects and highlight decision makers and timescales
- Highlight incremental opportunity
- Develop action plan to increase chances of success
- Document the account plan

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