

Training

Duration: 2 days

Training

The art of complex sales

Audience

Sales Managers, Business Managers, KAM (Key Account Managers), Global Account Managers, Customer Success Managers, Sales and Marketing Directors, or any person involved in the selling process (back office, pre-sales teams, experts...).

Course objectives

- Build a large account development strategy
- Set up action plans to implement the strategy
- Identify the decision-making process
- Develop value-based proposals
- Roll out efficient prospection campaigns
- Define the relevant account strategy for key clients or prospects
- Optimise the account qualification process
- Efficiently qualify key decision makers
- Select the most appropriate sales tactics vs. the competition

Course means

- Senior sales performance & digital marketing consultant and certified trainer.
- Remote or in-person training.
- Maximum group size: 8 participants.

Course cost

€3,990 VAT excl.

Course content

Mapping account key contacts

The participants select a real-life account to work on. We will first identify the org charts to reconstitute the decision-making process in order to locate the relevant contacts. The exploration of different websites and a deep search on LinkedIn using Boolean search operators will help complete this first stage. Prior to any search on LinkedIn, the participants' profiles will be thoroughly reviewed and optimised.

Practice: LinkedIn profile optimisation by the participants, identification of 5 targets in a selected account. For more known contacts, evaluation of their level of influence using an interactive online assessment tool.

Identify the clients' critical business issues

The participants will look for recent strategic developments of their selected account. Different elements like budget plans, KPIs, short and mid-term issues will be searched on the internet. This is a particularly important step with the Covid-19 crisis: many groups have completely revisited their global strategy due to unexpected critical issues.

Practice: spot at least one major business issue for the selected account.

Build an unbiased competitive landscape

To achieve a benchmark vs. the competition, we'll consider the client's standpoint, and we'll look for the explicit and implicit buying criteria. We'll build a weighted competitive benchmark using an online scoring tool (context – interest – accessibility) and a go / no-go analysis for the qualified opportunity in the selected account. At this point, the account strategy will be defined by the participants (online dashboard).

Practice: competitive benchmark on the selected account, go / no-go analysis.

Write an efficient cold email

The participants will write a short 5-line email to reach out to the identified target contacts in the account they've selected. The facilitator will give guidance to write these emails with an estimated 20 to 60% open rate. This will be a first basis to build a draft value proposition based on all the elements previously found. We'll review the following steps for an efficient prospection campaign.

Practice: draft a cold email for targeted prospects.

Tools and documents

- Online self-evaluation and simulation tools.
- Methodological tools customised to the participants' real-life accounts.
- Facilitator's personalised feedback.
- Online quizzes.
- Online summary documents.

Just a word about the trainer

A 35-year experience. After graduating from a business school, Pierre-Olivier held a variety of roles at Lexmark: EMEA Product Manager, Retail Key Account Manager, Reseller Sales Manager, Account Executive and Head of Marketing Worldwide. He then joined the Polaroid team, who struggled with digital transformation, to lead the European digital division. Since 2009, he's been helping large groups and SMEs in more than 20 countries on sales and marketing challenges.

Pierre-Olivier (a.k.a. "PoP", his initials) founded Pentalogy in 2011, a consulting firm reuniting bloody good and comprehensive experts who do serious things without taking themselves too seriously. Pentalogy is a key partner in sales performance and digital marketing for different major investment funds.