High-Level Sales and Sales Management Sample Agenda

Pre-workshop assignment: Complete web-based course on creating a relationship map for a key account. On the map, identify the "most relevant senior executive." The executive who: Owns the problem you can solve; Feels the most pain; Most able to effect the action you want; Sufficiently high in the organization; Politically connected; Is networked into all the relevant silos. Identify his or her most important priority/issue/goal.

Day 1 timing	Day 1 topics
8:30	**Introductions and overview**
9:00	**Team Selling** In complex sales, most companies are developing multi-disciplined teams whose members can be assigned on an ad hoc basis to specific sales opportunities. In this module, we will explore the virtues and limitations of team selling and discuss structures that have been shown to be effective. Additionally, guidelines for team development, and relationships will be discussed.
10:30	Break
10:45	**Customer Relationship Management** Building quality key account and other high-end customer relationship strategies is the heart of successful business marketing programs. The role of the sales force in establishing and nurturing these relationships is vital. This module will enable participants to better define their key account management program and better align their sales efforts with specific customer needs and requirements for which the customer is willing to pay.
12:00	Lunch
12:30	**Assessing Customer Relationships** In this module, managers gain better perspective on how to evaluate each customer's long-term potential to an organization from a financial and resources perspective. They will be better able to determine which customers deserve extra consideration for growth over time and thus extra treatment, and which customers represent marginal value to the organization. Participants will be able to more effectively and efficiently use the resources at their disposal in pursuit of additional profitability.
2:00	Break
2:15	**Business Review and Development (BRAD) Meetings** In this module, "best practices" from successful organizations will be reviewed, structures will be reviewed that can help make BRADs successful for both organizations, and organizational tips will be given to facilitate the meetings themselves. Participants can be expected to better determine which customers would be the best candidates for these sessions and develop and implement a plan to put them into action.
3:15	**Managing Customer Expectations** If customer expectations are well managed, they will always be met. This issue is discussed as vitally important in the long-term success of business relationships, and managers who attend this module will be equipped to help their sales force discover what their customer expectations are, and how to modify and meet them.
4:45	**Day one wrap up**

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Day 2 timing	Day 2 topics
8:30	**Day one review exercise**
9:00	**Positioning with the Buyer** How do customers view the company? Are you a vital resource to their business operations - or just another vendor? How do you determine that? In the customers that you really want to keep, how can you move their thoughts of you from being "a vendor" to "an integral resource" to their company? This module will discuss assessment techniques and methods enabling sales managers and senior level sales people to more effectively be seen as vital resources to their customers.
10:15	Break
10:30	**Reaching Senior Executives** To successfully become a "key supplier" to a customer requires that managers in selling organizations become visible and trusted advisors to key senior executives in customer companies. However, it is generally difficult to initially reach and begin developing relationships with those key executives. This module looks at methods that can be employed to begin developing those crucial relationships.
11:30	**Negotiating** In your multi-organization marketing system, each player—customer, distributor, and your company—can have both common goals as well as conflicting goals. The job of negotiation is to arrive at a win-win-win outcome. The Ugli Orange case is used to illustrate how.
12:30	**Lunch**
12:30	**Having something to say to the senior executive** Complex buying groups have a range of members, some of whom can be very helpful in developing an understanding of the customer's issues and objectives. This section profiles seven types of buying center members and provides an approach to identifying the "guides" and "friends" who help you develop your messages, your insights, to help the customer address issues and achieve goals.
2:00	Break
2:15	**IX Internal organizational issues** One of the most important aspects of implementing the key account strategy is to lead your internal departments in modifying their typical practices to accommodate the specific needs of your team strategy and programs. This section discusses common issues and strategies for addressing them.
4:30	**Workshop wrap up** Participants identify the ideas they found most valuable and develop 30, 60, and 90 day plans to apply these ideas