

# MAKING THE MAJOR ACCOUNT SALE

Delegates are provided with a course manual divided into the sections and topics of the workshop. The delegates are encouraged to take notes and there are handouts for each part of the programme which are intended to be filed in the delegate's manual for future reference.

**Introductions and objectives** — The delegates introduce themselves, the objectives are set and the delegates are given the opportunity to state any personal objectives they have or topics they would like to explore.

**Identifying and qualifying the major account** — Starts with a review of what is a major account (versus a "normal account") then moves on to look at the human and political dynamics: dealing with multiple contacts, why people make the decisions they do, what makes a good prospect and forecasting.

**Planning a successful strategy** — The delegates are given practical tools to assess on a quantitative rather than qualitative basis the potential within an account and then develop a winning sales strategy that can be monitored and fine-tuned throughout the sales cycle.

**Advanced questioning techniques** — In larger value sales where the timescales are prolonged a different approach to questioning technique and fact-finding is required. This session looks at skills to control, direct and influence all levels of contacts throughout the whole sales cycle.

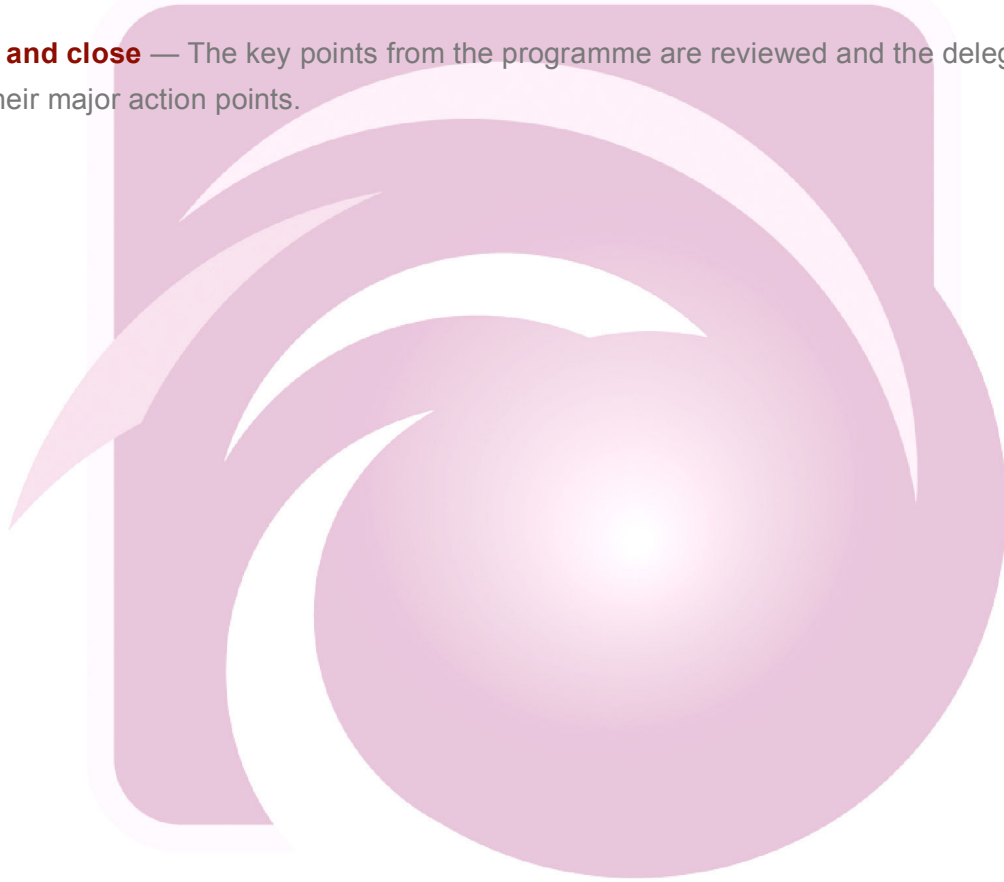
**Selling benefits and developing value added opportunities** — Covers the selling of business benefits not technical features, cost justification, proving return on investment and developing opportunities to add value and increase revenue.

**Writing proposals** — This session covers "putting it in writing" and reviews the difference between a quote (which gives the cost of the features) and a proposal (which sells the benefits and the ROI). Proposal structure, content and presentation are reviewed.

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**The principles and practices of negotiation** — Covers preparation, planning and the basic skills needed for successful negotiations to keep the sales cycle short and the order profitable. There is a role-play in this session in which the delegates take part in a major negotiation.

**Summary and close** — The key points from the programme are reviewed and the delegates highlight their major action points.



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