» ACCOUNT DEVELOPMENT SUITE

Other-Centered® Selling

RESULTS-BASED SELLING FOR ACCOUNT MANAGERS

You've got the relationships, but can you grow the business?

Congratulations. Your account managers have built good relationships with their customers. Now what? Will they fall into the trap of reacting to every customer request, essentially ending up in a high paying customer service role? The key to success in today's market is to resist the role of relationship manager and take the lead.

Learning Other-Centered® Selling

In the two-day Other-Centered® Selling program, reps who primarily work with existing accounts will learn how to go deeper and wider into the account, identifying new problems to solve and solutions to sell. They'll learn to let the customer's needs define a unique solution, rather than continuing to simply rely on the products/services they are familiar with.

ASLAN

"They can dramatically shift their role from tending the fields to plowing new ground."

Can We Really Take the Stripes Off Your Zebras?

Yes, your account managers can change. They can *Lead*. They can dramatically shift their role from tending the fields to plowing new ground. But they need to learn five key competencies to move to the *next level*. They'll need to change:

1. From working with a "buyer" or end-user to gaining access to the people who really determine what happens.

Assess Your Team:

» Do your reps understand the difference between rank and influence? Can they identify the informal decision-making team?

» Can they build a *Relational Map* of the organization and gain sponsorship to the key Decision-Makers and influencers?

2. From a relationship manager to a "trusted partner".

Assess Your Team:

» Do your reps talk about products and services or how they can add value to the Decision-Maker's key initiatives and objectives?

» Do they have the relational equity to effectively challenge existing wisdom and propose alternative solutions?

3. From product discovery to discovering the total opportunity.

Assess Your Team:

» Do your reps fluidly operate within the three-levels of Discovery – product, project and account – to determine a holistic solution?

» Can they adjust from leading a discovery discussion with an end-user/buyer to meeting with a Director and/or executive level Decision-Maker?

4. From delivering features and benefits to selling a solution and changing beliefs.

Assess Your Team:

» Do your reps link a unique, holistic solution to what's on the Decision-Maker's whiteboard?

» Do they possess the skills to ensure the customer not only understands the benefits of the recommended solution, but emotionally embraces the need to change?

5. From waiting to hear about next steps to proactively advancing the opportunity.

Assess Your Team:

» In every stage of the sales process, do they identify the key event needed to advance the relationship?

» Does the account development process differentiate your solution and ensure the Decision-Maker experiences the benefit?

» Do they clearly communicate why it's in the Decision-Makers best interest to advance to the next step?

Changing Behavior Instead of Just Delivering a Workshop

Instead of overwhelming your team with information, we teach them how to sell one solution at a time. They'll get reference tools that illustrate the total solution, outline what questions to ask, and map out a way to develop the account over time.

To make sure these new skills become a way of life, we also provide a **four-week Rep Certification Program** using our Application Workbook, plus a **Manager Certification program** that equips your managers to drive change and measure success.

Unique Is Standard

Your organization is unique. The responsibilities of your different reps are unique. So we make your program unique. Not only do we offer programs to fit different types of sales roles (e.g. selling in a complex vs. non-complex account), but we will also identify your specific sales challenges and develop custom simulations around your solutions.