Telecoms & Tech Academy

SCHOOL OF TELECOMS & TECH BUSINESS

COURSE DESCRIPTION

STRATEGIC ACCOUNT PLANNING

Format:
Classroom

Duration:
2 Days

KNect365 Learning
an informa business

COURSE SUMMARY

- **Focussed on building a company specific "best practice" account development plan customised to each sales role to ensure maximum competency development and engagement.**
- **Applying concepts of customer focused selling, and asking effective questions to better understand client needs when selling a wide range of complex technical and enterprise solutions to a large existing client.**
- **Assist Consultants to develop better cross selling and upselling strategies and when to use them as well as master effective techniques for closing the deal; create a powerful tool to help you evaluate your sales pipeline and potential; develop an account development plan; quick wins and tools you can use to help automate the process.**
- **Highly interactive and participative with practical exercises and work place application running throughout the programme to provide a focus for consolidation and to apply the learning specifically to the business.**
- **Programme presented as part of the School of Telecoms Management, with over 10,000 managers trained.**

COURSE SUMMARY

This intensive workshop covers the essential knowledge needed to best enhance the profitability of the accounts you manage. You will leave the training with the skills to build long-lasting relationships to improve client retention rates and develop cross and upselling opportunities within new and existing key accounts

OUTCOMES & COMPETENCY DEVELOPMENT

This course is designed to provide Sales Consultants, Sales Support and Account Managers with the skills, behaviours and techniques to maximise account profitability including skills to immediately:

- Understand the business drivers that should drive account strategy
- Assess & prioritise each account based on proven frameworks and templates
- Build long-term relationships at all levels within clients' organisations
- Become a partner and trusted advisor to your account base
- Retain and grow key accounts by strategically aligning with your clients' businesses
- Improve profit margins of key accounts including upselling, cross selling, partnerships and integrated solutions
  Best practice: Full guide to the current best practice advanced account management

Benefits of attending the training include:

- Financial performance: How to research and determine likely future business objectives
- Environmental analysis: How to evaluate a client's business environment
- Competitor matrix: Developing a competitor matrix to understand your client's objectives
- Working out a relationship and communications plan for each of your account
- Relationship levels: Migrating from a tactical to a strategic relationship
- How to create a multi-level influencing strategy for all areas of the clients' business
- Assessing your client's organisational culture and adapting to it
- Safeguarding your Account -Building barriers to attack

"The course was very insightful and the lessons learnt from the course will be very relevant to the telecoms industry."

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+44 (0)20 7017 4144

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COURSE CONTENTS

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MODULE ONE

Business drivers: Understanding the business drivers that should drive account strategy
Modern day buying: How buying has changed and adapting the sales process accordingly
Roles & responsibilities: Defining the key parts of your role
What drives success: Understanding what makes a top account manager successful
Goal setting: Guidance on how to set clear goals to drive your performance
Benchmarking performance: Tools to gauge and compare performance levels
Analysing and Prioritising each Account

MODULE TWO

Developing major clients: A framework to follow to build large and successful client relationships
Strategic planning: Building tried-and-tested techniques into your ongoing account management
Account development strategy: How to design and maintain a working strategy
Best practice: Full guide to the current best practice advanced account management

MODULE THREE

Systematic relationship management: Establishing processes for maintaining contact
Planned & purposeful communication: How to get the most out of your communications

MODULE FOUR

Complex accounts: How to sell into complex accounts with multiple decision makers
Longer sales cycles: How to maintain motivation, confidence and self-discipline

MODULE FIVE

Understanding your Client's Objectives & Needs
Needs identification: Tried-and-tested methods to professionally uncover customer needs
Meaningful questioning: Getting to a client's true motivations, exploring opportunities and highlighting payoffs
Motivational theory: Understanding its relevance to maintaining good client relationships Buying needs matrix: Best practice set-up
Client's point of view: How to engage with the client's point of view to realise their needs

MODULE SIX

Financial performance: How to research and determine likely future business objectives
Environmental analysis: How to evaluate a client's business environment
Competitor matrix: Developing a competitor matrix to understand your client's objectives
Matching solutions: How to match your client's needs and objectives to your sale
Negotiating mutual goals: How to compile your findings to develop mutual gain Managing the Transition from Supplier to Partner Status

MODULE SEVEN

Relationship levels: Migrating from a tactical to a strategic relationship
Step plan: Step-by-step guide to establishing partner and trusted advisor status
Change management: Working with your client to manage change
Profit improvement: How to support in reducing customer costs or improving revenue

MODULE EIGHT

Client Communications
Empathy: Guidance on empathetic communications to build long-standing relationships
Consultative meeting structure: Setting a logical process to all meetings to realise opportunity
Differentiate from competition: Standout and leave a positive impression

MODULE NINE

Powerful value propositions: Checklist of options to stimulate opportunity and embed yourself in a company
Creating allies across a company: How to build meaningful relationships in the positions that count
How to unravel the account's organisational structure and politics
Assessing your client's organisational culture and adapting to it
Contact matrix: Best practice set-up and ensuring influence across the client's organisation
Safeguarding your Account
Building barriers to attack: Checklist of methods to mitigate competitive attack

COURSE CONTENTS

CASE STUDY - FEEDBACK AND RETENTION

- How to monitor and track your customer's perception and satisfaction with your organisation, products and services
- Building a personalised satisfaction matrix for each account – plus making each customer feel 'special'
- Customer review meetings: best practice in building loyalty by regular joint planning events
- Spotting and reacting to early warning signals that may cause an account's loyalty to fade, reduce revenue or cause a customer to change system usage
- Developing a loyalty strategy for key accounts or groups of smaller accounts

CASE STUDY - INFLUENCE

- How to integrate your solutions with the customer's business needs and processes
- Getting your message and strategy across to C-level contacts
- Being able to better anticipate, identify, create, and develop business opportunities within an account.
- Advanced consultative skills: structured and advanced questioning techniques to uncover opportunities, need areas and business criteria – confidently and efficiently.
- Knowing your personalised value message: Differentiating your solutions clearly and accurately with customer/client-matched value statements.

CASE STUDY - TEAMWORK AND TIME MANAGEMENT

- Working with others inside your organisation to achieve your account goals
- Managing and working with a virtual team
- Creating cross-departmental communication loops
- Managing your time and accounts effectively

POST COURSE FOLLOW UP & IMPLEMENTATION TOOLS

Over and above the comprehensive training programme, additional support tools are provided to assist the participants to implement their learning in the work place. These programmes provide tools for implementation by participants, coaching by managers and peer mentorship using mastermind support groups to ensure continuity and implementation between training interventions.

These support tools include:

THE POST COURSE IMPLEMENTATION PLAN

This document is designed to encourage individual participants to reflect on the knowledge gained during the programme and to find ways of applying the concepts to their own workplace. Delegates are
asked to make notes on ways to improve effectiveness in their own functional area, such as:

- New ideas to increase sales and return on investment
- Things that should be stopped as they are detrimental to the sales strategy
- The contribution of those ideas to short- and long-term organisational value
- The associated KPIs
- Implementation requirements

THE "MASTERMIND" PEER MENTORSHIP TOOL

We will assist your team to establish structured Mastermind Groups where team members of various levels use a structured process to raise the bar by challenging each other to create and implement goals, brainstorm ideas, and support each other with total honesty and respect.
The peer mentorship tool provides the opportunity for peers to give feedback, help brainstorm new possibilities and set up accountability structures that keep everyone focused and on track. The Mastermind Teams will create a community of supportive colleagues who will brainstorm together to move each other to new heights.

POST COURSE COACHING TOOLKIT

Structured template driven coaching interventions linked to each training module will enable supervisors and managers to effectively coach, train, and further develop their team members. The coaching toolkit will create skillful leaders who use their ability to listen, reason, ask penetrating questions, and bring out the best in their employees.

The Coaching Toolkit will assist in:

- Identifying the delegates core challenges or areas of improvement.
- Linking these areas of improvement back to ideas or techniques in the classroom training.
- Jointly brain storming options to improve the delegates knowledge, skills and abilities in these areas of improvement.
- Creating measurable goals, actions and deadlines for implementation.
- Identifying people and resources will assist in accomplishing their goals and objectives .
- Identifying constraints and brain storming ways to overcome these challenges.

TEAM BASED BUSINESS SIMULATIONS

The learning in the classroom will be further enhanced by team based business simulations specifically linked to the challenges of the business.

THE POST COURSE IMPLEMENTATION TOOLS

The post course implementation tools will ensure rapid return on investment by ensuring each team members accountability to turn theory not only into practice but into consistent systems and productivity.

The tools include:

- One Page Action Plan – linking company vision and values to individual actions and accountability
- Daily Planning Tool – improved personal and team management
- Personal Dashboard – linking performance targets to a highly visual one page report to ensure delivery and application is always top of mind.

These personal accountability tools will develop team members in both personal and professional areas of their life and ensure consistent application of theory and rapid results that simply cannot be achieved with stand alone training.

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business
Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies
Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Leaning
Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNect365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry -led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.

www.telecomstechacademy.com

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