



Transformational Account Development

14th August 2014

1 INSTRUCTOR INFORMATION

Instructor

Alan McCarthy

Email

info@virtual-coach.net

Office Location & Hours

RDC Head Office
Liverpool
09.00 – 17.00

2 GENERAL INFORMATION

2.1 DESCRIPTION

Every sales account can be listed under one of three headings:

- Transactional
- Strategic
- Transformational

Most accounts fall under the first one Transactional, where you are happy to continue taking their orders and supplying them your product or service. Others can be considered strategic, where both parties can benefit from a more advanced relationship.

Now imagine if you could decide which direction your account was to take in the future, that you can take your account into the unknown and maximise not only your own profits but those of your accounts.

This is where our Transformational Account Development comes into play, moving your account from transactional or strategic towards YOUR vision for the future. Supporting them to raise their game while cementing a long lasting relationship that can only benefit their company and more importantly your bottom line.

On this workshop you will:

Identify potential Transformation accounts

Create your Vision for a chosen account

Create an Account Target Assurance Plan to assure your sales target and identify any gap

Create strategies to meet your sales target and Account Vision

Look at key campaigns for your account

Rigorously qualify account opportunities

Identify the account purchasing strategies and any bottlenecks that will stop you from reaching your Account Vision

2.2 EXPECTATIONS AND GOALS

Gain an excellent understanding of transformational account development
Understand the differences between transformational, strategic and transactional relationships
Learn how to work with the account to understand how you can help them meet their Goal and Objectives
Improve the due diligence and rigor in large account planning
Ensure realistic, but ambitious account planning
Build a comprehensive contact plan moving beyond existing and the usual C-Level contacts and looking at all levels of contact

2.3 KEY INFORMATION

COURSES RUN FROM 9:00 UNTIL 17:00

Liverpool courses run from RDC
Headquarters:

The Resource Development Centre
16 Connect Business Village
Tate Suite 9
24 Derby Road
Liverpool
L5 9PR



Ample parking is available on site in our free private car park.

Upon entering the car park please use the intercom to gain access. Candidates will be greeted with the view above. Please head for the main entrance in the centre of the building.

2.4 Personal requirements

We ask that candidates with special dietary requirements to let us know ahead of the course so we can provision for alternative options. This can be done by emailing info@virtual-coach.net, quoting your name and the date you are attending along with your requirement.

For any other queries or questions please email chrisfuller@rdc-uk.com, we will do our best to accommodate all requests.

3 COURSE TIMETABLE

Timetable

09.00 Start	Introduction and Objectives 6 Step Account Plan
09.30	#1: This Accounts Vision <ul style="list-style-type: none">• Transactional• Strategic• Transformational #2: Account GOSPA <ul style="list-style-type: none">• Targets• Gap• Strategies
11.15	Tea & Coffee
11.30	#3: Current Campaigns <ul style="list-style-type: none">• DMU Identify• Compelling Events #4: DMU Contract Planning <ul style="list-style-type: none">• Existing/ New Operational/ New 'C' Level• New Strategies• SHARPEN 'Possible Pressure Points'
13.00	Lunch & Virtual Coach demonstration
14.00	#5: Account GOSPA creation #6: Purchasing Strategies <ul style="list-style-type: none">• Purchase Strategies• Possible Bottlenecks• Transformational Competitors• Services Audits
15.30	Tea & Coffee Individual TADP Presentations <ul style="list-style-type: none">• Validation• Critique• Amendment
16.45	Close & Open forum

4 ADDITIONAL INFORMATION AND RESOURCES

4.1 RECOMMENDED NEXT STEPS IN DEVELOPMENT

This workshop is an ideal starter point and will give a good framework to base any of our future workshops, either in sales strategy like Sales Target Assurance Planning or sales process like Master Negotiation or Advanced Sales Techniques.

Virtual Coach will provide all the additional information and resources on all the course content and additional courses available. It also acts as your 24/7 personal coach with access to support whenever you need it.

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