



Seminar Title: Key & Target Account Selling

Duration: 2 Days

Price: \$2,295

Why Seminars by The Taylor Group?

We have designed all of our seminars to focus on only one, key, objective:

"Increasing the profits of the companies that pay for their employees to attend our seminars"



We do this with the following seminar components:

1) Know Your Instructor:

We share each seminar leader's biography for each seminar, before you buy. If you don't like their biography then we don't expect you to purchase our seminar.

2) Personal Contact Before Seminar:

Each seminar leader personally contacts your employee by phone or e-mail before the seminar begins, to ask about the key skill and knowledge items your employee needs to focus on during the seminar.

3) Assessments Done Before Start of Seminar:

Each of our seminars includes one or more employee assessments that are completed before the seminar even begins. These seminar assessments are in several personal development areas including:

- Personal Communication Style
- Management Strength Assessment
- Marketing Knowledge Assessment

Each assessment is done online before the start of each seminar so we can insert more profitable content into the classroom sessions.

4) Luncheon Seminar, "Lessons From the Field":

During one lunch period of the seminar, we invite back a recent graduate of this seminar and ask them to share with your employee, how the graduate has worked to improve his firm's profits with the skill and knowledge learned in each seminar.

This is to help "Jump Start" your employee's thinking on how to apply the many profit building ideas we share with them.



5) Live Reinforcement Webinars at Months 4, 8 and 12 Months After the Seminar:

Our seminars are designed to focus on helping your employees implement the best practices described in our seminars. Therefore, we include in the seminar price, three, live, instructor led webinars **at 4, 8 and 12 months after the last day of the seminar.**

6) Recorded Reinforcement Webinars Available for 24 Months After the Seminar:

If your employee is not available to join a profit reinforcement webinar, it is recorded for them with the voices and profitable ideas from their classmates and is made available **for 24 months after the last day of the seminar.**

7) Buy It!

Finally, if you can find another seminar from a different adult education provider that will increase your firm's profits more than our seminar, then buy it!

Seminar Introduction:

This program is designed for the personal development needs of those sales professionals who are interested in improving their skill and knowledge when selling to their largest and most profitable customer accounts.

This includes Account Managers, Sales Representatives, Sales Executives, as well as Sales Managers and Chief Sales Officers.

Learning Objectives:

- Each participant will bring with them an actual targeted “Key & Target Account” in their business for use during this seminar.
- The participant will use a “Key & Target Account Template” for this account and continue to add more information to the template as we cover each module.
- The participant will repeatedly make a number of “Proceed/Don’t Proceed” decisions as they add more strategic items to their “Key & Target Account Template”.
- At the conclusion of this seminar the participant will have completed their first draft of a "Key Account Plan" for one of their firm's most important customers or targeted accounts.

Your Return on Investment in 12 Months:

We have designed this seminar so that you can expect to receive a 100% dollar return on your direct seminar cost within the first 12 months after the last day of this seminar.

Remember that included with the seminar price are three, live, instructor led, reinforcement webinars for your employees.

These are offered at months 4, 8 and 12 months after the seminar to help ensure that your staff is immediately implementing many of the profitable ideas contained in the seminar.

Who Will Most Profit by Attending:

This program is designed for the personal development needs of those sales professionals who are interested in improving their skill and knowledge when selling to their largest and most profitable customer accounts.





Our Faculty:

Our Faculty Member for this seminar is, Paul Sheehan.

Paul is Managing Partner of The Taylor Group International, headquartered in Chicago, Illinois. The firm specializes in the following areas:

- Sales force training and development
- Sales management training and development
- Key accounting selling and coaching
- Sales and sales management curriculum design and development

Recent clients of the firm include:

American Airlines	BOWE Bell + Howell
Canada Life Insurance	Chamberlain Group
Crane Co.	FedEx Express
GE Aviation	Hilton Hotels Corporation
Honeywell	Johnson Controls Inc
Kohler Company	Livingston International
Merck	MOOG Inc
Novartis	Canon Solutions America
Panasonic	Pfizer
SIEMENS AG	Starbucks Coffee
Toronto Dominion Bank	Walt Disney

In addition to his consulting duties Paul served as a member of the Sales and Sales Management Faculty for the world's largest training organization, the American Management Association. He is also an Adjunct Professor of Sales Management at the Schulich School of Business at York University in Toronto.

Paul has been invited to speak by such diverse groups as The Conference Board, Canadian Professional Sales Association and Sales and Marketing Management's magazine Power Selling forum. Paul earned his undergraduate degree at the University of Toronto and his Masters of Business Administration at the University of Western Ontario.

Paul is past Vice President of the Chicago Sales Training Association (CSTA) and Past President of the Customer Relationship Management (CRM) Association in Chicago.

Paul can be contacted at:
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Program Content: Day 1

Module 1:

- Introduction to the "Complex Sale" of multiple buyers within a customer account

Module 2:

- Assign a sales objective for your Key Account

Module 3:

- Identify the buying influences within your Key Account

Module 4:

- Learn to identify warning signals with your Key Account that can stop or delay your selling opportunity

Module 5:

- Learn to identify the most common "State of Mind" for the buying influences within your Key Account

Module 6:

- Learn to identify the most favorable outcomes for your firm and for each buying influence within your Key Account.

Module 7:

- Learn to identify a sponsor that can help guide your selling efforts within your Key Account

Module 8:

- Learn to identify the competitors to your solution for your Key Account

Module 9:

- Increase the number of Key Accounts you sell to annually by increasing their speed through your "Sales Process" and the account's "Buying Process"



Module 10:

- Prepare your action plan for your Key Account with:
 - ❖ Activities
 - ❖ Responsibilities
 - ❖ Timeframes

Program Content: Day 2

Module 11 - Levels of Buy-Sell Relationships:

- Focusing your strategy on manageable segments
- Identify your Field of Play
- Learn the five possible levels of account relationship
- Move up the Buy-Sell Hierarchy, from meeting specs to making a contribution
- Understand how “Selling Up” decreases price sensitivity, the role of features, and competition
- Deliver corporate results by selling at the top

Module 12 - Situation Appraisal:

- Analyze your current position in the account
- Compare your view and the view from your Field of Play
- Flesh-out the elements of the “Situation Appraisal”:
 - ❖ Strategic Players
 - ❖ Industry Trends
 - ❖ Opportunities
 - ❖ Strengths
 - ❖ Vulnerabilities



Module 13 - Charter Statement:

- Distinguish between a Charter Statement and a mission statement
- Learn the three parts of the Charter Statement, and why it must contain all three
- Draft your Charter Statement

Module 14 – Set Account Goals:

- Learn why goals are qualitative definitions of desired positions
- Discover why most selling goals are unrealistic
- Set goals from the account's point of view

Module 15 - Focus and Stop Investments:

- Focus your limited selling resources where they will be most effective
- Terminate resource allocation where payoff is marginal or unrealizable

Module 16 - Single Sales Objective:

- Learn the most common error in setting objectives
- Identify your Single Sales Objectives (SSOs) that are tangible, specific, and quantifiable
- Hear examples of “fuzzy” and sharply defined SSOs

Module 17 - Revenue Targets:

- Establish your Revenue Target as a sales result that can be achieved during a specific period of time
- Compare Revenue Targets and quotas
- Hear why a sound Revenue Target usually exceeds quota



Module 18 - Sales and Support Programs:

- Go beyond the close to full organizational commitment
- Learn how Sales Programs and Support Programs differ but are both essential

Module 19 - Put it All Together:

- Gather data about your account and determine resources to investigate
- Confirm information at appointments.
- Develop the Key Account Worksheet including tasks to be completed, by whom, and when.

(End of Seminar Description)