

# Strategic Partners<sup>SM</sup>

## What you will learn

The two-day interactive workshop provides real-world processes and tools for building key account strategies, organizing call and service plans, and delivering your value to key decision-makers in your strategic accounts.

## Who will benefit

- Major account managers
- Strategic account managers
- National account managers
- Global account managers
- Sales managers
- Sales executives
- Marketing managers
- Senior executives
- Sales support professionals

For more information, call **800.745.8075** or go to:  
[www.selling-up.com](http://www.selling-up.com)

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Implementation of successful strategic account programs requires a system and methodology for managing key customer relationships that aligns with your company's goals and objectives. **Strategic Partners<sup>SM</sup>** is a priority account management plan that focuses on helping your sales team develop mutual business objectives *with* your key partners.

## The process and methodology for breaking through.

**Strategic Partners<sup>SM</sup>** provides sales professionals with the process and methodology required to achieve true win-win relationships with strategic accounts. The two-day workshop enables sales professionals to:

- Measure key account relationship strength
- Motivate key decision-makers to become enthusiastic supporters of your product or service offerings
- Effectively communicate initiatives to key customers and internal sales support and technical staff teams
- Move beyond simply *making* sales to *managing* sales and key customer relationships
- Build credibility, trust and confidence to ensure continued, profitable business with key accounts
- Decrease price sensitivity and minimize competitive risks

## A unique, structured approach.

Based on proven results, **Strategic Partners<sup>SM</sup>** helps your sales professionals manage their strategic accounts to better fulfill your corporate goals and objectives. Your team will learn how to work closely *with* your key partners to maximize profits, increase market penetration, and enhance end-user satisfaction.

Hands-on, real world tools make all the difference. *The Partner Planner<sup>SM</sup>* helps your team build their customer strategy, plan their sales calls, and effectively deliver your company's value offering.

## An approach that differentiates your team from the competition.

**Strategic Partners<sup>SM</sup>** is designed to achieve sustainable sales and relationship results that are valued by your key partners. A consistent, unified approach to managing critical partner relationships will set your sales team apart from the competition.