

Strategic PartnersSM

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

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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 PartnersSM** 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 PartnersSM 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 PartnersSM** 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 PlannerSM* 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 PartnersSM 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.