Strategic Account Planning

Raffrey Consulting's Strategic Account Planning programme assists businesses develop continuous, positive relationships with clients based on product, service and value.

This programme is a logical follow-on from the *Raffrey Consulting* Consultative Sales programme, which focuses specifically on developing individual sales skills. Whereas, the Strategic Account Planning programme focuses on the development of effective and formal client/customer/territory account plans.

The programme is conducted as a workshop and presents practical account planning tools, tailored to your business' requirements.

Workshop Objectives

The primary focus of the Strategic Account Planning approach is to become more effective in sales planning and business development to major clients. The objectives of the workshop include:

- Definition of Strategic Account Planning
- Make distinctions between product/service, relationship, strategic and partnership sales and business development
- To learn the different buyer and influencer roles
- To learn the skills to focus on, in approaching sales as problem solvers (reactive) and account developers (proactive)
- Creation of a formal Account Management Planning system, to ensure you are working on clients, not just in clients

Workshop Curriculum

- Arrival, Introduction & Workshop Overview
- Workshop Objectives
- What is Strategic Selling
- The Sales Funnel
- Buyer Roles
- Strategic Account Planning
    - Filtering
    - Analysis – Situation & Plans
    - Analysis – SWOT Analysis
    - Forecasting – Needs Grid
    - Forecasting – Solutions Grid
    - Sales Situation Analysis
    - Client Selection
    - Action Plans
- Development & Finalisation of Strategic Account Plan
- Workshop Review & Follow-Up

Workshop Duration

The *Raffrey Consulting* Strategic Account Planning Workshop is generally conducted over two days – on or off-site.

The timetable can of course be tailored to meet your specific business needs.

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Would You Like To Learn More?

We would be delighted to take our call to; provide you with further details on the *Raffrey* Strategic Account Planning programme, discuss how it can be tailored to your needs or discuss any other business growth challenge faced by your business.

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