

Rockwood Learning Solutions Inc. – Sales Training Program

Course Overview – Sales Account Management Skills

Overview:	This course addresses the challenges faced by salespeople selling to large accounts with varied needs and several decision-makers.
Suitable For:	<ul style="list-style-type: none">• Sales representatives in a business-to-business selling environment who deal with large accounts.• Key Account Managers.
Number of Participants:	4 – 12
Duration:	2 Days
Content:	<ul style="list-style-type: none">• The changing business environment• Old and new models of Account Management• Prioritising and focusing on “high value” accounts• Understanding the key people within the account<ul style="list-style-type: none">○ Understanding the organisation○ Roles, responsibilities and influence○ Needs and “hot buttons”• Preparing an Account Development Plan• Organising resources within your own company
Style:	An interactive workshop blending small and large group discussions, case-studies, role-play and individual exercises.
Cost:	In-house: \$3,200 per course, plus \$10 per participant for course workbook and other materials plus trainer expenses. Costs exclude GST

- Program can be customised for in-house use
- For more information contact Mike Bryan at mike@rockwoodlearning.com or 905 726 9027