

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

Need help? Contact 1-877-566-9441 or visit www.amanet.org/5235

Selling to Major Accounts-A Strategic Approach

Calling on major accounts is time-consuming and risky. With account management training, develop the strategy that will get you the best return on your investment!

You can no longer afford to expend energy on account development without a plan or focus. Major account selling requires a long cycle and a big investment of resources. That's why today's successful sales professionals are more than just tactical pros...they're strategic experts. Now, in this account management training seminar, learn how to develop a strategic selling plan that will save you time, money and hassles by identifying the right account and project, why your offer matters to them, what it takes to assure their long-term relationship and how to move them along the pipeline quickly.

How You Will Benefit

- Enhance sales performance while expending less energy
- Gain customers' loyalty by understanding their needs
- Increase the business from existing accounts
- Shorten the sales cycle by identifying and removing internal and external bottlenecks
- Hone in on prospects predisposed to buy from you
- Become more efficient at account maintenance
- Create a clear sales plan that keeps you organized
- Learn ways to get referrals from existing customers

What You Will Cover

- The changing environment: the salesperson as strategist
- Developing the strategic plan: thinking "big picture"
- Establishing goals, objectives and indicators to enhance major-account performance
- Skills needed for selling to major accounts
- Qualifying your best opportunities: your likeliest sources for RTEM (Return on Investment of Time, Effort and Money)
- Managing and tracking pipeline performance

Who Should Attend

Sales professionals, including account managers, sales representatives and sales executives—as well as sales managers and vice presidents and directors of sales

Executives as well as sales managers and vice presidents and directors of sales and marketing who are seeking account management training that offers best-practice techniques used in major account selling today. A minimum of three years of sales experience is recommended.

Schedule

- [3] days - \$2,345 Non Members
- [3] days - \$2,095 AMA Members
- [3] days - \$1,984 GSA

Credits

1.8 CEU

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