

**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!  
Seminar #5235

**Overview**

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.

**Schedule**

- [3] days

---

- [3] days - **\$2,345** Non Members
- [3] days - **\$2,095** AMA Members
- [3] days - **\$1,794** GSA

**Credits**

1.8 CEU

**Schedule**

We have 8 scheduled sessions located nationwide starting between 7/16/2012 - 2/20/2013

Date	Location	Duration
Jul 16, 2012 - Jul 18, 2012	Chicago, IL	3 Days
Aug 8, 2012 - Aug 10, 2012	San Francisco, CA	3 Days
Sep 24, 2012 - Sep 26, 2012	Atlanta, GA	3 Days
Oct 3, 2012 - Oct 5, 2012	Chicago, IL	3 Days
Nov 28, 2012 - Nov 30, 2012	New York, NY	3 Days
Dec 12, 2012 - Dec 14, 2012	Chicago, IL	3 Days
Jan 14, 2013 - Jan 16, 2013	Arlington/Washington DC, VA	3 Days
Feb 20, 2013 - Feb 22, 2013	Chicago, IL	3 Days

Registering more than 4 people, please call 1-877-566-9441.

**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 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.

**Ways to Register**

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email [customerservice@amanet.org](mailto:customerservice@amanet.org)
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)