Strategic Account Management Program Overview

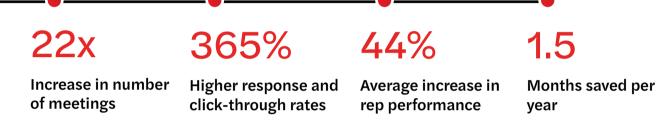
Workshop Length: 2 Days

	Objectives	Module Summary	Application/Tools
Analyze	Strategically analyze territory, account potential, opportunities, and time investment	 Segment each territory by analyzing and ranking each account according to investment requirements and opportunity Target the right accounts by understanding the critical criteria required to grow and defend a strategic account Determine the correct and optimal time investment for each account and how to prioritize time 	Strategic Account Blueprint Target Account Map Opportunity Assessment Tool
Access	Elevate credibility and navigate access to targeted strategic accounts & decision-makers	 Navigate the organizational and political structure behind the org chart Understand the mindset of level two decision makers and the role and value sellers need to provide them Develop the optimal strategy for navigating complex accounts and gaining decision-maker access 	Connection Map Level 2 Dashboards Relational Map
Understand	Gain critical organizational and strategic decision- maker insight required to change beliefs	 Understand the reality of the current state of every strategic account and where each decision-maker is on the leadership spectrum Discover the subtle nuances that enable effective level 2 discovery with strategic decision-makers Gain the insight required to build a customized blueprint to help any customer move from their current state to their desired destination 	Insight Map Bridge Blueprint Onsite Situational Assessment
Influence	Effectively create & position recommendations that influence organizational change	Define the quality of every opportunity and the potential impact your solution can have on the account Develop a win strategy that gives you and your customer a quantifiable competitive advantage Deliver your recommendation and influence strategic decision-makers and change by effectively using the 3-C approach	Opportunity Assessment Impact Assessment Competitive Analysis Value Map



Unlock Growth with Strategic Account Management Training

The results speak for themselves



From Assessment to Mastery: We make the strategy of account management tactical.

Other-Centered® Foundation

Every framework, tool, and strategy serve our ultimate role: serving the customer.

Simplified framework

The framework consists of 4 maps & capabilities for strategic account growth.

Customized

Workshop uses focusing on your real accounts and opportunities to generate results.

Low content – High application

Tools customized for your team, labs built for customers.

Trusted by Top Organizations

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MERCK

Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

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