

Strategic Account Management

Program Overview

Workshop Length: 2 Days



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



Unlock Growth with Strategic Account Management Training

The results speak for themselves

22x

Increase in number of meetings

365%

Higher response and click-through rates

44%

Average increase in rep performance

1.5

Months saved per year

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



verizon



abbvie

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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