

Strategic Account Management (SAM)



Most account managers struggle to grow and protect account share because they lack access to all stakeholders and fail to align with the decision makers who shape the strategy.

OVERVIEW

Strategic Account Management (SAM) addresses the barriers that prevent account teams from expanding influence and driving growth. This program equips sellers with proven frameworks to map the political structure, focus resources on the right opportunities, lead high-impact executive discovery, and develop competitive win strategies. The result is a team that consistently grows account share, accelerates sales cycles, and wins more competitive opportunities.

STRUCTURE

SAM is a two-day program consisting of four modules: Identify the Political Structure, Analyze Opportunities, Lead Executive Discovery, and Develop Win Strategies. Each module addresses the barriers that prevent account teams from expanding influence and driving growth. Sellers who adopt this approach consistently increase win rates, accelerate sales cycles, and grow account share.

FORMAT



Onsite



Virtual



**Train the
Trainer**

BENEFITS

33%

More Selling
Capacity

41%

Higher Win Rates

26%

Shorter Sales Cycles

IDEAL AUDIENCE



Strategic Account
Managers



Key Account
Managers



Senior Account
Managers



Solution Architects/
Engineers

Program Framework + Results

Identify Political Structure



When reps only work with buyers and evaluators, deals stall and are rarely won.



Map the informal structure of influence.



- Uncover the informal decision-making team and identify all stakeholders, including strategic decision makers, influencers, evaluators, sponsors, and coaches.
- Build a relational map to visualize how stakeholders are connected, reveal hidden dynamics, and assess risks.
- Develop an access strategy to determine the best path to build influence, gain alignment, and navigate competing priorities.

EXPECTED OUTCOME

Increase win rate by identifying the 6 to 10 stakeholders in every opportunity

Analyze Opportunities



Reps waste time on low-probability, low-ROI deals.



Focus resources on high-value, winnable opportunities.



- Qualify with the Opportunity Map to assess opportunities based on probability to win, scope, and profitability.
- Segment accounts effectively by evaluating opportunity size and win likelihood to determine where to invest time and resources.
- Build a territory development plan by organizing accounts into three strategic categories: Acquire, Grow, and Defend.

EXPECTED OUTCOME

33% boost in productivity and higher win rates

Lead Executive Discovery



Difficulty engaging and building credibility at the executive level.



Conduct structured, high-impact executive meetings that advance opportunities.



- Elevate discovery conversations with Level-3 Questions that shift the dialogue from operational details to executive priorities.
- Apply a strategic framework to uncover a holistic view of the organization's goals, challenges, and needs.
- Leverage the Account Blueprint to identify opportunities and map business issues to executive-level solutions.

EXPECTED OUTCOME

2.5x increase in win rates, 20% faster closes, and 35% larger deals when executives engage

Develop Win Strategy



Strategic recommendations fail to resonate with all stakeholders and decision-influencers.



Develop a win strategy that ensures a competitive advantage.



- Analyze decision drivers to ensure your strategy addresses what matters most to each stakeholder.
- Apply the Win Strategy Framework to choose the best approach based on competitive analysis and decision drivers.
- Create a Value Map to diagram strategic fit, quantify solution value, and position it effectively with each stakeholder.

EXPECTED OUTCOME

Strategic sellers who understand the customer's business and the competitive offerings win a significantly higher percentage of competitive opportunities.



CHALLENGES



LEARNING OBJECTIVES



TOOLS AND FRAMEWORKS

ASLAN's Process to Drive Lasting Results

ASLAN Training & Development uses a structured, three-phase process to drive lasting behavior changes in sales organizations, ensuring each participant fully embraces the training.

1

Prepare

We begin by assessing your organization's current competencies, aligning with leadership, and customizing our program to address your team's unique challenges.

2

Ignite

Through immersive, instructor-led workshops, delivered on-site or virtually, we challenge participants to embrace change, learn new concepts, and apply them to real-world scenarios.

3

Transform

To ensure sustained development, we provide digital resources, coaching tools, and ongoing support that reinforce the training and enable continuous improvement.

What Our Clients Say

"We implemented the Strategic Account Management program with our entire account team, and the results exceeded our expectations. Within six months, we've seen a 27% increase in account growth and a 35% improvement in our ability to navigate accounts and connect with executive-level decision-makers. More importantly, **our customers consistently tell us that our account managers are delivering more strategic value than ever before.**"

— VP of Customer Success, Enterprise Technology Firm

Ready to Drive Transformative Results?

Discover how Strategic Account Management can be tailored to your team's unique goals and challenges. Schedule a complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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