

Selling Customer Profit through effective Account Penetration

This session is designed to give the participant a conceptual and practical framework of the Consultative Selling Process. It will also demonstrate a clear understanding of the symbiotic relationship between Account Planning and Consultative Selling.

Special objectives:

*To have a clear understanding of the role of the Account Penetration Plan when working through the customer's organisation to the targeted middle tier business manager **who can see the value** added as an investment rather than a cost.*

*To develop an effective strategy for building your skills and knowledge for meeting the needs of the “**Three Smarts**” - Process Smart, Applications Smart and Validation Smart.*

*To develop and utilise a data base in which **customer needs can be stored**.*

*To utilise the database and identify prospective opportunities for **improving profit contribution**.*

*To **develop Profit Improvement Proposals** to indicate potential added value.*

*To be able to identify the middle tier business manager whose **decision making is one of profit** and not seek out the information technology expert.*

*To implement a process for **quantifying your own contribution** to the customer's organisation.*