

# Breaking into big companies

Workshops - 5 half-days



## OVERVIEW:

It's harder than ever to secure new business, so the ability to identify, open up and win large accounts with significant scope for growth, is a vital skill for today's sales teams.

## OVERVIEW

### 1.0 Why and how big companies are different

In today's changed market place, different strategies are needed to infiltrate big accounts.

## CONTENT & OUTCOMES

### In this module, we will explore:

- Understand why potential key accounts rarely respond
- Understand your client's different marketplaces and identify strategies to infiltrate them
- Create a benchmark to accelerate relationships from 'prospect' to 'loyal client'

**Outcome:** A more professional and structured approach for identifying and infiltrating key accounts

### 1.1 How to identify and plan for the 'right' big company

Not all big companies are the same. Knowing who to focus on and how to approach them is key to getting traction in their business.

### In this module, we will explore:

- How to identify the right opportunities with the greatest potential for growth
- Creating and using client insight to build your strategy
- How to create and communicate real value to your client

**Outcome:** A clear approach for key account planning

### 1.2 Understanding stakeholders and how to connect with them

Understanding key stakeholders and communicating with them in the right way is key to breaking into big new companies and ultimately growing accounts.

### In this module, we will explore:

- Building stakeholder maps
- How to assess your relationship and level of influence
- How to identify and work with key influencers

**Outcome:** A powerful approach for identifying and communicating with stakeholders

### 1.3 How to run strategic conversations that add real value

Big clients will demand real value from every interaction they have with you. Your conversations will define how they perceive you, and, ultimately how much they invest with you.

### In this module, we will explore:

- How to form a 'trusted advisor' relationship
- How to identify unknown needs
- Conversation templates for different parts of the client life cycle

**Outcome:** A strategy for forming and retaining strong client relationships

### 1.4 How to convince big clients of the results they will achieve

For a big company to start working with you they need to be convinced of the results they will see from the relationship. The strongest salespeople put the setting and achievement of specific goals at the front and centre of their approach.

### In this module, we will explore:

- Creating processes to dramatically increase client confidence and trust
- How to drive powerful client brainstorming
- How to manage expectations and deal with poor performance

**Outcome:** A results-based approach for breaking into big companies