

Retaining & growing accounts

Workshops - 5 half-days



OVERVIEW:

The next 12 months are going to be incredibly difficult for most sales teams- hitting target is going to be tough. Where's the money going to come from? Existing accounts are the obvious place to start. The traditional approach has been simple: provide a solution that works, deliver great customer service and your accounts will grow organically. However, clients are changing, so retaining accounts, let alone growing them, is crucial and more difficult than before.

OVERVIEW

1.0 The importance of account planning

Retaining and growing your accounts is vital in this challenging environment. For clients, being able to trust vendors and see ROI from their solutions is more important than ever; however, on average, 73% of clients leave because they are dissatisfied with service.

CONTENT & OUTCOMES

In this module, we will explore:

- Explore and understand the real lifecycle of a client relationship
- Understand your client's different marketplaces and explore strategies to infiltrate and expand within them
- Create a benchmark for accelerating relationships towards 'loyal client' and away from 'former client'

Outcome: A more professional and structured approach to retaining and growing accounts

1.1 How to retain loyal clients

You need to be confident that you can retain accounts before concentrating on growing them. The strongest account managers make it easy for clients to choose to continue the relationship by agreeing and achieving clear goals.

In this module, we will explore:

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

Outcome: A clear approach for maximising client retention

1.2 Creating your client growth plan

Your client's business is a marketplace within which you want to expand and become a leader. Identifying areas of potential that are most beneficial for both you and your client is key to account growth; however, most account managers never slow down and take the time necessary to grow accounts.

In this module, we will explore:

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

Outcome: A powerful approach for growing accounts

1.3 How to grow your stakeholder network

The key to client growth is strengthening relationships with the most important stakeholders, however, most salespeople rely on a single relationship with a 'decision-maker'.

In this module, we will explore:

- Why and how to map client stakeholders to help you build your network
- How to assess your relationship and influence levels
- Identifying and working with key influencers

Outcome: A strategy for forming and strengthening the most important stakeholder relationships

1.4 How to become the trusted advisor

Whether your client sees you as just a vendor or a trusted advisor will have a dramatic effect on the strength of the relationship, and, ultimately what they will buy from you.

In this module, we will explore:

- Your client's perception of your current relationship and how to move to being seen as a 'trusted advisor'
- How to identify unknown needs
- Conversation templates for different parts of the client life cycle

Outcome: Improved, higher yielding relationships with clients