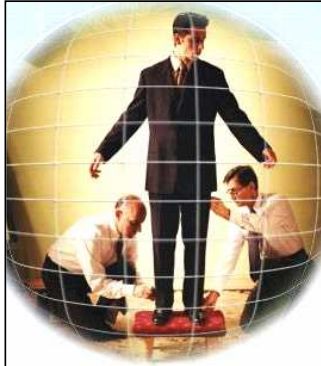


“From A Low-Value Vendor to A Trusted Strategic Partner” A Key Account Selling Skills Program



Introduction

Ever found yourself being pressured to reduce your contract price every year from key clients? Ever wonder how you can be more creative to solve those problems standing your way? How will it feel like if you can increase your price and enjoy a ‘win-win’ **partnership with the key clients** you work with? This program is packed with the toolkit you need to create a positive experience whenever you need to **solve problems under different situations** together with key clients you work with, regardless of whether you are doing it on a one to one basis or on a group basis.

Program Objectives / Learning Outcome:

At the end of the programme, participants will learn to:

- 1) **Adapt the selling approach in a flexibly organized manner** and align with the right people in the customer’s organization
- 2) Focus on the goal in relationship management to **maintain the preferred supplier status** as opposed to closing sale on a piece meal.
- 3) Assist customers **recognize the value of the solutions** they sell without being perceived as diplomatically manipulative or using the hard selling styles

Target Audience

All sales managers, senior sales executives, business development managers and executives who are responsible for managing key accounts in today’s tough marketplace.

Profile of Program Facilitator & Coach

Frederick began his career in corporate sales of high-technology engineering solutions to Fortune 500 customers. Since the year 2000, Frederick has become a **people skills development coach and counselor**, specialized in the area of interpersonal communications for working professionals.



He graduated with a **PhD in Education (HRD)**, an **MSc degree in International Marketing from the University of Strathclyde**

and a **Master of Accountancy degree from Charles Sturt University in Australia**. He is also a **member of the International Coach Federation and the International Association of Coaches**.

His **consulting work** involves diagnosing development areas in inter and intra-workgroups communications, coordination and conflict management processes in clients’ organizations and coming up with measurable and sustainable solution roadmap through personality-task fit profiling, counseling, coaching, training, performance feedback processes and standards consulting.

Frederick has worked with organizations including **Asia Pacific Breweries, Far East Organization, Changi Village Hotel, Marina Mandarin, Energizer Singapore, SAP, Motorola, Infocus, Chartered Semiconductor, Fuji Xerox Singapore, DBS Vickers, BMW Asia Pacific, F&N Coca-Cola, Novartis, GlaxoSmithKline Pharmaceuticals, Roche Diagnostics, Cardinal Health, Makino Asia and Singapore Food Industries**.

“From A Low-Value Vendor to A Trusted Strategic Partner”

A Key Account Selling Skills Program

Program Outline

Module 1: Solution-Based Key Accounts Sales Essentials

- 1) Sales Solution-Based Selling versus Product-Based Pushing Approach for FMCG business
- 2) Key Accounts and Non-Key Accounts Selling

Module 2: Tasks & Skills for Key Accounts & Situational / Adaptative Selling

- 3) Managing Existing Problematic Key Accounts
- 4) Securing Competitor's Key Accounts
- 5) Nine persuasion tactics and 12 persuasive words in selling
- 6) How to use the M.O.V.E technique to manage objections professionally

Module 3: Ways in Which Relationships with Key Accounts Can Be Built

- 7) Managing Newly Secured Key Accounts
- 8) Four changes to look out before you cross-sell and up-sell
- 9) The techniques and steps to help customers realized and experienced the value you promised
- 10) Five ways of building strong customer relationships

Program Duration:

- 2 days for 16 pax maximum per class (intensive)
1 day for 16 to 20 pax maximum per class (Express)

Programme Methodology

We include humor and colorful stories from our corporate management career as well as personal life to lighten the mood.

Interactive Workout

Participants will get to talk about the current challenges that they are facing, what have they done and how did they do it to manage their current challenges via **a variety of energizing activities with intensive and fun interactions!**

Participants will be facilitated to talk about what have worked for them and what didn't and the reasons for it as they have perceived it to be.

They will identify their own situations from case studies shown from tested video training materials.

Break up into smaller teams to brainstorm on solutions and come to a consensus on how they will manage those situations.

The facilitator will guide them in cases where their solutions are either not practical enough or convincing enough by giving live demonstrations of techniques with a clear process and framework using handy toolkits based on different case scenarios and people of different personality

Closing the Feedback Loop through Engagement (Role-play) Practice

Participants will then put what they have picked up into actions through role-play practices. During the role-play, feedback will be given through self, peer, and facilitator critique

Application of Concepts

Towards the end of the workshop, participants will be facilitated to develop their own individualized S.M.A.R.T action plan for them to implement learning back at work