FRABUL
Business Development Solutions

Powered by

GWA
GARY WALDRON & ASSOCIATES

THE COMPLEX SALE - MANAGING LARGE ACCOUNTS

Offered as a Two or Three-Day (Intensive) In-Person Program or Virtually, Online in Modules

Learn the approaches to ***target new and strategic accounts****.*

Leverage the power of referrals *- participants will reach out to their customers in an exercise during the program to gain referrals from existing clients.*

Track and measure *revenue generating activities of the team following the program using proven tools and matrices.*

Forward the Action *with our landmark "Taking it to the Top" three month team-based competition following the program.*

KEY AREAS OF CONTENT

The Four Components of a Complex Sale

- Learn how to build a successful strategy using the four B's
- Understand the critical components of a complex sale.

The Critical Decision Makers

- Learn the four types of critical "buyers" that determine who receives the business
- Understand what drives their decisions and how to uncover their buying criterion
- Strategies to appeal to each type of buyer
- How to identify and reach the ultimate decision maker

The Power of Referrals

- Learn the strategies to leverage relationships within large accounts
- How and when to ask for referrals
- Apply the power of referrals - participants will contact existing customers for one hour exercise during the program to gain referrals, applying the new skills. Activities are tracked and measured.
- How to get "deeper and wider" within current key accounts

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Gaining Meetings

- The most difficult of the step of Business Development is gaining access to the ultimate decision maker
- Learn how to present yourself and the value of the meeting with confidence
- How to get meetings at senior levels
- Developing "added value" statements into the approach
- Practice and rehearsal to lock in the learning

The Discovery Call and the Complex Sale

- Learn how to sell yourself and your company in the first five minutes
- Step by step process to prepare, plan and implement a discovery meeting with clear objectives and aims
- Master communication approaches to uncover your customers' current situation, needs and challenges
- Introducing the Strategic Account Planning Tool

Value Based Selling

- Customers buy solutions to their problems
- As the trusted advisor, what value and benefits can you provide to your customer that address their concerns and needs?

Handling Objections

- Take away techniques to address your customers' objections with comfort and confidence.
- Understanding what an objection really is
- How to field tough questions and potential conflict

Gaining Agreement

- Know when to ask and how to ask for the business
- Learn how to identify the buying signals and how to move to final agreement
- How to field tough questions and handle potential conflict

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Focus on Revenue Generating Activities

- What are the six key activities we must manage daily and weekly
- How to prioritize and set goals
- How to meet your short term and long term objectives
- Understand the difference between what I am paid to do vs. what is in my job description

"Taking It to the Top" New Business Contest

- A **three month contest** between internal teams to **generate and measure new business activity**
- Points will be awarded based on referrals, meetings, discovery calls, proposals, bids, closed business and revenue generated
- Team leaders will **track and measure results** with ongoing followup by the GWA team
- **Awards and recognition** for achieving goals and outcomes
- Builds team momentum, accountability and increased market share

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