

Sales and Account Management



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Gain a deeper understanding of your clients, their business, strategy and goals in order to sell value. Master influence skills and close with confidence, in order to achieve the best results for your and your clients' businesses.



 Dutch



You are already successful at working in sales, and aspire to become a lasting partner for your network. You understand the importance of moving from a targeted, hands-off approach to co-creating a working relationship with your clients.

- How will you build these trusted relationships with your clients?
- When is your expertise enough for you to create a two-way partnership?
- Which skills can you enhance, in order to negotiate and close with confidence?

Become the trusted first-contact for your clients. Begin nurturing a mutually satisfying, long-term business relationship with your existing customers.

The commercial landscape is shifting from product to value selling. In this program you will master the transformation from unique selling points to unique buying reasons.

Distilling the very best in behavioral practice and training methods, this program will help you achieve critical competencies and techniques in a variety of sales funnel situations.

For who?

- Sales representatives
- Account Managers

After completing the training, you'll be able to:

- Increase the effectiveness of your pipeline management by sharpening your understanding of customer needs
- Identify decision-makers and address them with impact
- Translate needs into customer-specific value propositions
- Lead successful negotiations and close the deal
- Develop and extend the partnership

Program

Day 1: Gain the buyer's perspective

- Learn to read between the lines in order to increase success
- Turn your client into your best salesperson
- Rely on the power of listening and questioning
- Truly understand the other's needs
- Emerge in practical exercises to improve your skills

Day 2: Build the relationship

- Master influence skills in order to inspire for action
- Trigger curiosity and make a good first impression
- Prepare to impress
- Build long lasting relationships
- Emerge in practical exercises to improve your skills

Day 3: Frame the opportunity and need

- Start with the end in mind and obtain the very best result from your sales meeting
- Define the unique buying reasons: highlighting client benefits
- Give advice with confidence and assertiveness
- Deal effectively with objections and turn them into opportunities
- Emerge in practical exercises to improve your skills

Day 4: Negotiate and close

- Learn how to benefit from competition and enrich your position
- Analyze your current network and stakeholders in order to discover hidden opportunities
- Handle group negotiations
- Close with confidence
- Emerge in practical exercises to improve your skills

Day 5: Become a trusted partner

- Understand complaints and activate satisfaction
- Lead positive conversations towards constructive solutions
- Become an essential service provider
- Expand your existing network to create new opportunities for growth
- Take stock: give final feedback and training conclusions

Location



Location

Amersfoort
MERCURE HOTEL AMERSFOORT
CENTRE
De Nieuwe Poort 20
3812 PA, Amersfoort
Netherlands

Training days

30 May 2024
27 Jun 2024
29 Aug 2024
19 Sep 2024
17 Oct 2024

Language

Dutch

Price

EUR 5599 (excl. VAT)

Register →

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