

KEY ACCOUNT PRODUCTIVITY TRAINING



OUR GOAL IS TO HELP INCREASE YOUR SALES AT A PROFIT

Our Key Account Productivity Training helps each of your account executives develop a measurable plan to grow their key accounts beyond what inflation or market growth would dictate.

This full day workshop is highly interactive. It's not just theory. Each participant will leave with a specific goal and plan to improve their relationship and their revenues from their top five accounts.

Workshop Topics

- Strategic Selling
- Becoming a Master Questioner
- Getting beyond rep and client comfort zones
- Cultivating Key Influencers
- Account Planning
- Buyer Styles
- Beyond Solutions Selling
- Account Objectives and Results

Who Will Benefit?

Sales Managers will have a proven system to monitor and measure progress with key accounts.

Account Executives will leave with definitive plans to grow their key accounts

Newer salespeople will gain an understanding of strategic selling and how to develop new key accounts.

Your Investment:

Key Account Management is one of the 12 standard sales training modules offered to all ENS Media radio clients. As a stand-alone session it is offered at

\$5,500 full day session

(travel and accommodation invoiced at cost)

Your Investment Includes:

- All workshop materials
- 24/7 mentoring/coaching for ninety days following the session

Special Offer *All SoundAdvice subscribers receive a 35% discount = \$3,575.*