

Strategic Sales Research

The principles and practice of account management are changing at a very fast pace today. Why? Because the demands placed upon your customer by their customers are also changing at an equally fast pace. The result... existing account management practice often does not work.

The main driver for managing an account is to create net new opportunity, so the only reason an individual should invest their time in account management in today's fast paced and complex world is if they are certain of the value they can deliver to their customers, and hence have already validated this as a good investment when compared to all other possible uses of their time.

So how can an account manager determine where they should invest their time and the company's money?

The only way is through research. Research into their customer's market and the pressures the market exerts on their customer. It is only through clarity of this information that true account management can take place.

Research is at the heart of any highly successful business. Donald Trump once said:

"When I started out in business, I spent a great deal of time researching every detail that might be pertinent to the deal I was interested in making. I still do the same today. People often comment on how quickly I operate, but the reason I can move quickly is that I've done the background work first, which no one usually sees. I prepare myself thoroughly, and then when it is time to move ahead, I am ready to sprint".

The secret to successful account management in the 21st Century depends on how clearly you understand the difference between your view of your customer's needs and their view, which often turns out not to be the same thing.

This intensive workshop is designed for all account managers operating in complex, strategically important accounts. It will equip participants with the tools, approach, and know-how to ensure they have complete clarity of what is driving their customer's business and sets out the results in a simple replicable framework against which changes can be mapped as they occur.



ICDL

It is this ability to constantly be ahead of the pack that will set you apart in your customer's mind as a business partner, always working with them, in the same time frame, to assist them maintain their own differentiation and competitive advantage in their marketplace. This then becomes your true and unassailable differentiator, the constantly fresh Value you deliver to your customer's business.

Outcomes:

This very intense two day workshop can be used on its own to create a stand-alone process for gathering intelligence on specific key customers to form the basis of your competitive advantage and differentiation strategy. It also acts as the foundation course for ICDL's highly advanced account management workshop, Opportunity Creation. The outcomes from this workshop are:

- Clear understanding of the pressures being exerted on a customer by their marketplace
- ICDL's 'Early Warning' customer pressure map laid out in a structured way to enable clear visibility of their ever changing needs at the earliest possible moment
- Knowledge of how to carry out this type of structured research
- Clarity of the absolute criticality of sourcing and maintaining currency of this data
- A feed document ready for running through ICDL's Opportunity Creation workshop.

Duration

This is a two-day event.

Note: this workshop requires continuous access to the internet for all participants. Participants will need their own laptops with them for this workshop.

For more information on how ICDL can help you, call us today on +44 (0)118 979 8433 or e-mail enquiries@thebusinessaccelerators.com

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