



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

November 13 - 14, 2017

Advanced Account Management in a Competitive Environment

Learn proven client communication skills and sales development approaches used by sales and marketing professionals.

SEEC Moments of Insight include:

Strengthen relationships and build new sales by communicating in clients' terms and preferred style.

Identify and close account service and relationship gaps to resolve conflicts before issues escalate.

Provide added value when selling to executive buyers, and use collaborative approaches to get the sale.

Our Participants Say it Best:

"This course gave me new tools to both give more effective sales presentations as well as manage the relationship once the project becomes a client."

A. Miller, Client Manager,
CIBC Mellon

"Amazing. Simply amazing. I am going back to work armed with tools to become a rising star in the company."

M. Le Jour, Account Manager,
Avema Corporation

"Being in sales for 30 years, I was pleasantly surprised for how much I have learned and can implement right away."

P. Snow, Director Business Development,
Staples Advantage



Register Today / Complete Details

<http://seec.online/11557>



Schulich
School of Business
Executive Education Centre



Advanced Account Management in a Competitive Environment

Drive outstanding sales results and business growth with advanced account management techniques.

This program is a truly innovative guide to what account managers, sales people and executives must do to **engage clients, think on their feet, make fast decisions, and generate profitable sales.** It will build your revenues by illustrating that **achieving sales is not mysterious, and that anyone can learn to be successful, dynamic and indispensable to their customers.** Participants will be able to immediately apply the skills they learn in daily sales and marketing work environments. The selling and account development principles are **tried and tested, and highly rated by sales people in demanding environments.**

Increase your job revenues by applying selling techniques in all your every day transactions!

Top Take-Aways

1. What the secrets of sales are and why anyone can learn them
2. Each stage of the Solution Evolution
3. Master advanced client communications and business presentation techniques
4. Structure your account activities to better service each customer transaction
5. Control account problems using an advanced client conflict resolution process
6. Account leadership skills and behaviours that cement relationships
7. Expanding your business relationship into new product and service areas

Who Should Attend

If you want to develop powerful, profitable relationships with new and current customers, especially in complex environments, Advanced Account Management is ideal for you.

- Sales professionals in complex environments with diverse selling cycles
- Account managers, marketing and client service managers at the national, regional and territorial levels
- Business owners and business development specialists
- Product managers and managers overseeing complex projects, services and account relationships

Featured Instructor

Sanjay J. Dhebar, MBA, has a diverse background that includes various commercial management roles for both start-ups and established health-care companies. Prior to that he worked at a Toronto-based advertising agency. Over the last six years he has been a facilitator at York and McMaster universities, along with doing customized work for a number of Fortune 500 clients.

Overview of Learning

Principles of Selling

- Strategic behaviour and practices of sales people
- Solving complex client problems
- What is client wisdom and how can you get it?
- Becoming an invaluable part of your customer's operations

Advanced Client Strategy

- Guiding principles of being client centric
- What would you have to do to get all your clients business?
- What are the elements of the best client relationship you could imagine?
- How poor process can sabotage your relationship
- How to get the Clientship relationship working for your business

Differentiate Yourself as an Advanced Account Manager

- Your communication style: does it work for every client?
- Key account sales behaviours
- How key account management sales people organize their thoughts
- Case study challenge
- Being more effective in half the time

The Winning Sales Methodology

- Coaching your customer
- Owning the relationship
- Key drivers of customer loyalty

Mastering Verbal Communications

- How sales people speak and get heard
- Telling a story

Continues Online

Register Today!

Dates & Locations:

November 13 - 14, 2017
Executive Learning Centre

Registration Fee:

\$2,450 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants at partner hotels
- Programs run from 9:00 a.m. to 4:30 p.m.
- Modules, speakers, topics, dates, fees, and locations are subject to change

Get the whole picture.

Preview complete course content and instructor bio online.

Complete Details / Register Today

<http://seec.online/11557>

Tel.: 416.736.5079 | 1.800.667.9380
or email exceedinfo@schulich.yorku.ca