

Major Account Selling Strategies



*New Directions in Sales
and Service Training*

What Is MASS?

Major Account Selling Strategies (MASS) is a two-day highly interactive sales and marketing training program for experienced sales people. MASS stresses the effective use of account analysis combined with action strategies to develop deeper and more productive client business relationships.

Who Should Attend MASS?

Account managers, account executives, tenured sales people, and marketing executives should attend MASS.

Topic Areas Covered in MASS

- ◆ The Partnership Pyramid – developing a partnership strategy
- ◆ Current Account Evaluation - determining partnership potential
- ◆ Tactics to Move from Non-Productive to Productive Accounts
- ◆ Personal Relationship Alignment
- ◆ Developing Strategies to Enhance the Personal Relationship

Prior to attending MASS, participants are asked to analyze their territories and select high potential accounts for use in workshop applications.

What Are the Outcomes of MASS?

At the conclusion of MASS, participants will be able to do the following:

- ◆ Identify clients with partnership potential
- ◆ Develop an Account Plan - move good clients to great ones
- ◆ Identify specific tactics and strategies - move low-end accounts up the Partnership Pyramid
- ◆ Evaluate current business and personal relationships with their clients
- ◆ Develop specific tactics and strategies to deepen personal and business relationships

During the workshop, text readings are used as the foundation for group discussion. Application of processes and strategic skills are achieved through case study analysis and role plays.

About New Haven Consulting Group, Inc.

New Haven Consulting Group, Inc. is a full-service training company specializing in sales, service, management and compliance training. For more information regarding MASS and all other NHCG, Inc. products or services, contact us at (203) 926-1526 or by E-mail at info@nhcg.com.