

Strategic Account Management

Optimize account penetration and profitability of your key accounts



Are you a supplier or a strategic partner?

CPSA's Strategic Account Management examines the strategic and tactical elements involved in key account sales. This program is designed to help you establish holistic, value-based partnerships with large customers, optimize your penetration of those accounts, and maximize the revenue and profit they generate for you and your company.

Who should attend

- Key account representatives
- Salespeople focused on business-to-business account selling with less than 20 accounts
- Professionals pursuing the Certified Sales Professional (CSP) designation
- Past participants of Professional Selling, Effective Negotiating Strategies and Communicating to Influence Buying Decisions

Benefits

- Implement consultative investigation to uncover key information for a synergistic partnership
- Maximize the Return On Time Invested with each of your key accounts
- Employ a step-by-step method to become your customers' strategic partner
- Selectively target the key account you approach for new business development

Content

- Building Blocks of Successful Key Account Selling
- Strategic Territory Planning: goal setting and forecasting
- Strategic Key Account Sales Process: intelligence, growth, and implementation
- Strategic Account Management: consultative advice and business solutions

2011 CALENDAR

Calgary	May 18–19	
Montreal	May 11–12	• Nov 30–Dec 1 (French)
Toronto	Feb 23–24	• May 4–5
	Sep 28–29	• Nov 30–Dec 1
Vancouver	May 11–12	

CPSA Members Save \$100!

Register to shape your clients' business and ultimately become their strategic partner.

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