

Selling to Key Accounts



Anticipating Buyer Concerns

Have you ever wondered what your prospects and customers go through in deciding whether or not to buy your product or service? Why do some clients, for whom your product seems a perfect match, decide not to buy? How can you support a client through the anguish of decision-making?

Decisions are made by people, and people act and react differently in accordance with their *internal* needs. When you respond to those needs, your customer is more receptive to your suggestions, recommendations, and proposals.

As product standardization increases and price becomes an issue, companies need to encourage their salespeople to:

- Position themselves as problem solvers.
- Create long-term, Win/Win relationships with their customers.

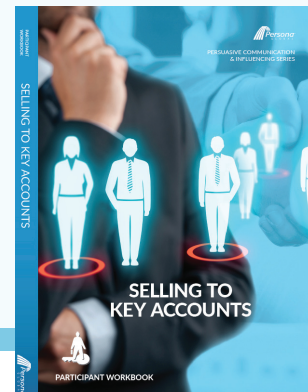
Objectives—In this two and half day workshop, you will:

- Understand how your natural communication style affects your ability to be an effective salesperson.



- Develop the ability to recognize the internal needs of others by their observable behaviors, and to relate those needs to the product or service you are selling.
- Be able to use your behavior to build trust with people who have different communication styles.
- Prepare and commit to solving an important real-life sales challenge after the workshop by choosing someone you want to influence more effectively.
- Learn how to select what benefits people need to hear in order to be motivated to “Buy/Accept” your proposals.
- The Gameplanning Software either online or with the mobile application can be applied repeatedly to future sales success.

PC Gameplan



What You'll Experience in Selling to Key Accounts

◆ Effective Salesperson at the interpersonal level

- Understanding the principles of more effective - using the Win/Win approach
- Communication and selling—the consequences of good and poor communication

◆ Selling Style

- Easiest and most difficult person to persuade
- Introduction to selling styles
 - Controlling, Promoting, Facilitating, and Analytical
 - Strengths and weaknesses of each style
- How people perceive you as a Salesperson and why it matters

◆ Trust and Empathy

- The Persona Trust Model
- Trust and buyer—understanding the relationship
- Ability for trust building—empathy projection
- Establishing rapport

◆ Change and Defensiveness

- Managing the four basic styles of buyer
- Needs of each style
- How each makes decisions
- How each uses time
- What motivates each style to buy
- Avoiding hurting yourself—How each style reacts under tension and what to do about it
- Touching all the bases

◆ Flexibility

- Why is Selling to Key Accounts different
- How to be flexible when dealing with different styles of Key Accounts
- Understanding the complexity of selling to major accounts.
- Flexibility and situation selling to key Accounts
- How a salesperson can promote the product and services with different style key accounts

◆ Selling Process

Six-step interpersonal negotiation process focusing on “buy / Accept” my proposals

◆ Application

Action plan for winning with one of your important key accounts.

Who Should Attend?

All key account salespeople who strive to acquire a competitive edge in today's marketplace.

ABOUT THE AUTHORS



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The Persuasive Communicator® was developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.

