



SALES & KEY ACCOUNT MANAGEMENT

The ultimate measure of success for business growth is its ability to win, grow and retain new and existing customers. This 3-6 month interactive and fun training program will allow you to accomplish this by: preparing your team to support, adapt to, and evolve with those clients and their needs, reviewing key ways to build long-term loyalty, value and relationships, and driving dramatic gains in sales performance through a clear sales process and enhanced presentation skills.

WHAT TO EXPECT



**ORGANIZE +
PLAN FOR
EFFICIENCY**

Organize an account for success & create actionable account plans to improve efficiency & shorten the sales cycle.



**ENHANCE
PRESENTATION +
PROPOSAL SKILLS**

Be a go-to for information to the client. From first call, to final presentation, enhance communication including phone, video & face-to-face.



**SMART BUDGETING
FOR ACCOUNT
SUCCESS**

Manage, plan & budget for the financial success of an account to drive sales revenue and allocate resources to support account growth.



**BUILD
MULTI-LEVEL
RELATIONSHIPS**

Build multi-level customer relationships to improve customer loyalty, and make your accounts stickier for years to come.



**EFFECTIVELY
MANAGE SALES
PIPELINE & FUNNEL**

Effectively manage your sales pipeline and sales funnel to retain and grow your book of business, and anticipate future opportunities.



**DIVERSIFY
YOUR
PORTFOLIO**

Diversify your portfolio and become a full-service resource to the client, providing all products or services available.



**CREATE A
VALUE
PROPOSITION**

Get ahead of the competition by creating a value proposition to differentiate your service or product offering, and master the art of negotiation.



**EVOLVE INTO
STRATEGIC
ADVISING**

Position Account Managers and Sales Reps as Strategic Advisors to enhance customer relationships by providing insights and industry expertise..

Rounded Development provides a broad set of leadership services to drive performance, development, and results for your organization. Services include talent + succession planning, training sessions, team building, recruiting advisement, and personalized coaching + mentorship.

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