

# MODERN ACCOUNT MANAGEMENT™

## CURRICULUM OVERVIEW

Growing business in existing accounts is critical to achieving long-term sales success.

Modern Account Management provides sales professionals with the skills, tools, and strategies they need to grow revenue in existing accounts. Participants learn how to deepen relationships within accounts, identify growth and expansion opportunities, conduct effective customer business reviews, secure renewals, and protect and grow account revenue.

### Program Benefits:

- Use account management process to grow, expand, and retain key accounts.
- Conduct effective account research to prioritize accounts and identify growth opportunities.
- Pinpoint decision maker's roles, influencers, and priorities.
- Develop an account strategy and execution plan.
- Conduct productive customer value review meetings.
- Manage difficult conversations.

### Best for:

- Account Managers
- Key Account Managers
- Customer Success Managers
- Other Sales Professionals responsible for growing business within existing accounts

### Workshop Length:

- Two days onsite or five 2-hour VILT sessions

### Delivery Options



**Instructor-Led Training**



**Virtual Instructor-Led Training**

### Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.



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## Lesson 1

### Strategic Purpose of Account Management

- Understand the business impact of effective account management.
- Your role as an account manager through the customer lifecycle.
- Overview of PLAN framework.
- Segment accounts using the ROAD model.
- Assess the business IMPACT of your solution.

## Lesson 2

### Locate the Whitespace

- Identify internal and external triggers.
- Leverage AI to conduct account research.
- Pinpoint decision maker's roles, influencers, and priorities.
- Conduct a white-space analysis to uncover account potential.

## Lesson 3

### Articulate Your Strategy

- Assess the alignment quotient of your account.
- Position yourself/company as a trusted advisor.
- Create an account strategy to achieve your account goal.
- Orchestrate internal resources and roles to grow the account.

## Lesson 4

### Nurture the Account

- Conduct productive Customer Review Meetings.
- Present the tangible and intangible value of your solution.
- Manage difficult customer conversations.
- Leverage your power sources for successful negotiations

## Lesson 5

### Investigate Growth Opportunities

- Understand how customers move from identifying a problem to taking action to solve it.
- Use the IMPACT questioning model to create urgency.
- Develop situational fluency.
- Make a persuasive solution presentation.



# WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



“

It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,  
Global Tech Client

“

They're not just subject matter experts, but they're true learning and development professionals.

Vice President, Sales Enablement  
ABM

## A complete sales training system

### Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

### Our comprehensive approach includes:



#### Consultation

Committed to understanding your business goals first.



#### Customization

So the training is highly relevant for real-work challenges.



#### Reinforcement

Ongoing reinforcement to make new habits stick.



#### Experiential Training

Because participants learn best by doing.



#### Measurement

Assess the impact of the training program.

## When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

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