

# Strategic Account Management

*Penetrate, Expand, and Protect Strategic Accounts*



## Program Overview

For many companies to achieve significant growth, it's critical to win, manage, and expand major accounts. However, navigating the landscape of the buyer's company, finding and coordinating key buying influencers, and keeping the competition at bay are constant challenges.

In Strategic Account Management, your team will gain the skills and knowledge needed to help your strategic account management initiative achieve the greatest possible success.

## Learning Objectives

In the Strategic Account Management program, your team will learn how to:

- Build strategies for strategic account management, including penetrating, expanding, and protecting strategic accounts
- Construct a strategic account team poised to maximize success
- Lead value discovery sessions with internal teams and accounts for the purpose of value connection and co-creation
- View needs from the buyer's perspective to strengthen and deepen value for accounts
- Assess strategic account management success, and determine whether they need to stay the course, pivot, or otherwise adjust the strategy
- Build account plans that actually work and result in revenue growth, deeper relationships, and overall account success
- Maximize motivation, energy, and execution for growing their accounts

## Program Approach

We view training as an ongoing process to improve sales skills, knowledge, and results. Our approach includes:

**Customization:** We build scenarios, focus content, and tailor program agendas to make the training relevant and effective.

**Tools:** We provide easy-to-use tools and frameworks, so concepts in the course transfer to on-the-job performance.

**Action Learning:** Role-play exercises and custom case studies allow your team to practice new skills based on scenarios relevant to your company.

**Comprehensive Learning System:** Participants are immersed in education, both in live training and through the online formats of virtual instructor-led training, eLearning, and RAIN Mail<sup>SM</sup> mobile reinforcement.

**Execution Assurance:** Accelerate your results with our 90-day execution assurance process—the key to making sure sellers are held accountable, change happens, and training generates maximum ROI.

## The Untapped Opportunity to Grow Strategic Accounts

Based on our research, most companies believe there's an opportunity to grow sales with existing accounts.



## Strategic Account Management Tools

**SAM Quick Reference Guide:** Contains an overview of the key program concepts.

**Strategic Account Planner:** A template for account managers to track relationships, uncover value, and increase account growth over time.

**Account Scorecard:** A tool for analyzing and tracking account metrics over time.

**Menu of SAM questions:** Covers essential questions to ask at each stage of account planning.

**PATHS to Action<sup>SM</sup> Reference Sheet:** A tool to lead value discovery sessions.

**Work Styles and Ambitions:** Provides insight into what motivates individual account team members, and which of the 6 SAM roles suits them best.

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## Top 10 Benefits of RAIN Strategic Account Management

1. Approach, uncover, and capture maximum opportunity in an account
2. Learn what top performers in strategic account management do
3. Drive the change across your team to ensure account growth happens
4. Strengthen customer relationships and protect accounts from competition
5. Develop high-performing strategic account teams
6. Build successful strategic account plans
7. Spend time on the accounts that offer the greatest opportunity for growth
8. Penetrate accounts more deeply across divisions
9. Avoid the most common mistakes account teams make
10. Maximize cross-sales, up-sales, and account growth

## Delivery Options

- Tailored on-site, instructor-led programs
- Train-the-Trainer, Licensing
- Blended learning: Online and on-site, instructor-led curriculum
- Total Access: Embed a robust sales method with full access to RAIN Group's world-class content, training programs, and education system at the lowest total cost of ownership

## Technology Integration

- eLearning is SCORM compliant and can be hosted on your internal LMS or by RAIN Group.
- The complete RAIN system for opportunity and account management can be customized and integrated into leading CRM systems.

## Common Customizations

- **Customized Tools:** The Strategic Account Planner is tailored to be relevant to your organization and the value you can bring to strategic accounts.
- **Venture Capital (VC) Test:** We'll assemble a panel of senior leaders to vet account plans, ensuring they're as strong as possible for capturing new opportunities.
- **Needs, Solutions, and Value Grids:** Account planners are provided with a powerful tool to aid needs discovery.
- **Reinforcement:** Custom-built eLearning lessons and RAIN Mail<sup>SM</sup> scenario email reinforcement.

## RAIN Strategic Account Management Reinforcement

**RAIN Mail<sup>SM</sup>:** Strategic Account Management content reminders, tips, and interactive scenarios are delivered via email and mobile app.

**eLearning:** Online learning programs cover a variety of topics critical for SAM success.

**Virtual instructor-led sessions:** Accessible wherever your sellers are, these sessions address SAM topics and strategies relevant to your team.

**Classroom workshops:** Live interactive training that focuses on advanced skills and situations.

**Execution Assurance Coaching:** Ensure sellers are held accountable and change happens with our 90-day execution assurance process.

## About RAIN Group

RAIN Group helps companies unleash the sale potential of their teams. We've helped hundreds of thousands of salespeople, managers, and professionals in more than 75 countries increase their sales significantly with our sales training and sales performance improvement.

## Global Locations

Boston - Headquarters	
Bogotá	Mumbai
Geneva	Seoul
Johannesburg	Sydney
London	Toronto

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## Topics Covered

While program content and agendas are tailored based on your industry, products and services, and the skills that will make a difference for your team, topics typically include:

### Strategic Account Management Core Concepts

- Defining strategic accounts—what they are, how they work, the opportunity they present
- The 5 stages in the strategic account management process
- Building Big Play strategies and tactics for penetrating, expanding, and protecting major accounts
- What the best, most successful strategic account managers do
- Avoiding the most common strategic account management mistakes
- How to facilitate value discovery meetings internally and externally with your strategic accounts
- How to connect your capabilities to the needs of strategic accounts and co-create value with them

### Strategic Account Teams

- The 6 strategic account management roles
- Building a complete and effective account team
- How to collaborate and communicate with internal management to strengthen account teams and employ the right resources for account growth

### Strategic Account Planning

- Setting ambitious and achievable account goals
- Using Customer Needs Profiling<sup>SM</sup> to uncover the best opportunities
- How to build Visual Strategic Account Plans to capture opportunity and avoid time wasters
- Honing account strategies and plans for maximum effectiveness

### Managing Behavior Change

- How to approach, uncover, and capture maximum opportunity in an account
- The core principles of influence in the strategic account process
- The 3 buyer lenses and the 5 buyer decision roles
- Working at an enterprise level with enterprise buyers with enterprise decision-making authority
- How to embed relationships and create value-based interdependencies between you and accounts
- Using an Account Scorecard to track your results and make adjustments to account strategy

### Executing Strategic Account Management

- Learn a powerful framework for implementing Strategic Account Management after the program
- Align sellers and sales managers to be accountable for execution
- Customize your plan to measure and enhance success