WEBINAR: Account Management for Sales Improvement

LIVE WEBINAR

VIA ZOOM

Overview

Create a clear path with a vision for sustainable growth for your business partners!

This program focuses on how to effectively manage retailer, dealer, or distributor accounts in terms of a sales process routine. This program also details the tools and reports to effectively handle and develop accounts. Lastly, this program explains alternative actions in developing business with customer.

Objectives

After completing this training program, the participants should be able to do the following:

- Define the roles and responsibilities of an account manager
- Enumerate the contents of an effective business review
- Identify the tools for effective account management
- Explain the daily routine of an account manager

Who Should Participate

- Salesperson (Account Managers, Sales Representatives, Distributor and Dealer Sales Agents)
- Business Development Officers
- Area Managers and Sales Supervisors

Key Topics

I. Defining Account Management

A. What is Account Management?
B. Responsibilities of an Account Manager
C. Importance of Account Manager

II. Setting a Clear Path for your Account

A. Business Performance Review
B. Sales Contracts

III. Sales Management Tools for Effective Account Management

A. Monthly Coverage Plan
B. Account Call Sheet (Objectives, Results, Next Steps)
C. Account Sales Report (Inventory, Sales, Purchase)

IV. The Account Manager Daily Routine

A. Preparation for the Day
1. Check your self
2. Retrieve emails and memos
3. Review objectives for the day
4. Plan your call schedule
5. Prepare your sales and merchandising tools
B. Selling Proper
1. Pre-call
a. Review output from previous call
b. Review and update sales call objectives
c. Prepare your selling materials
2. Call Proper
a. Greet the customer
b. State your call objective
c. Get sales collection
d. Provide merchandising materials
e. Get inventory and sales volume data
f. Determine the order
g. Discuss marketing promo
h. Present suggested order
i. Close the deal
j. Thank the customer
3. Post-call
a. Analyze call result
b. Record and report call output
C. Closing Activities
1. Complete records and reports
2. Review objectives versus results for the day
3. Report output to your superior
4. Discuss any support request or concern to department PICs
5. Prepare for next day coverage

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BusinessCoach, Inc.
QUALITY BUSINESS TRAINING

Duration

- 3 hours

Webinar Fee

- Php 1,750.00 per participant (inclusive of e-Handouts and e-Certificate) to be paid at least 3 banking days before the event

Requirements

- Mobile phone, tablet, computer or laptop
- Download free ZOOM app
- Internet connection
- Good audio connection

Reservation

- Please call to register (0915.205.0133|0908.342.3162 | 0933.584.7266|(02) 8.727.5628) or use the registration form below. Kindly fill-out and email to businesscoachphil@gmail.com. You will receive a confirmation within 48 hours.

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QUALITY BUSINESS TRAINING

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