

## Strategic Selling

### Successful sales and key account management

#### Background

Selling of products and services is probably one of the most important professions in the world today. No corporation or agency will succeed without sales success. Why are the giants of global industry, companies like HP, Cisco, Dell so successful in selling? The reason is that they adopted Strategic Selling and Key Account Management processes. It is this disciplined and methodical process that leads those and other firms, like Coca Cola, Marriott etc... to pinnacle of business success.

#### Course Overview

The Strategic Selling methodology presented here was first developed several years ago for HP and IBM. Our two day course structure has been developed and adopted for European conditions jointly by AttivaCorp and TIMING Praha and will be conducted by experienced instructors from USA.

At your choice, the training program can be conducted in the Czech language, English, or a mix of Czech and English. For those of you who speak some or fluent English, we recommend the English class as you will have opportunity to practice your business communication skills in English. All class sizes are small, from 6 to 8 students, so that individual attention is given to each student..

#### Target Audience

Our training program is directed to all Professional Sales and Business Development Personnel involved in selling industrial products or services to new or existing accounts. The seminar is also suitable for Senior Managers, Owners of enterprises or Managers of Marketing departments to understand process of selling and key account management.

#### Course Objective

The objective of the Strategic Selling course is to bring the student to a basic level of understanding of the selling process, and implementation of procedures to insure consistent account management. At the end of the two day course the student should be able to assess requirements of chosen accounts and implement an effective account management plan.

#### Course Deliverables - Each student will be provided with the following:

- ❖ Intensive training in Strategic Selling methods
- ❖ Strategic Selling documentation, class materials and training aids
- ❖ Interaction with instructors and your colleagues attending the class
- ❖ Networking opportunity
- ❖ Exchange of selling experience and learning the Best Practices of selling
- ❖ Opportunity to experience actual simulations of selling process during the course
- ❖ AttivaCorp Certificate of Course Completion



Strategic Selling Training Package November 4-5, 2005  
Na Porici 12, 115 30 Praha 1, Czech Republic

*Achievement Through Best Practice*

### **Course Fees**

14,000 Czech crowns + VAT for two days class, which includes all materials, lunches and other refreshments.

### **Entry Criteria**

Attendee should have a rudimentary knowledge of sales principles and account management theory