

CUSTOMER DEVELOPMENT & RELATIONSHIP STRATEGIES

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Key Account Professionals Selling Corporate Products/Services, Industrial, Consumer, Maintenance, Shipping, HoReCa, Logistics and People required to Develop Strategic Accounts

M2M Skill ONE

Select and Analyse YOUR High Potential Customer – Identify Opportunities!

M2M Skill TWO

Sales Professional OBSESSION – Nothing is More Important than Results!

M2M Skill THREE

Customer Key Decision Influencer Worksheet – Spend Time with Right PIC Only!

M2M Skill FOUR

'Read' Customer PIC Body Language – First Impression Impact and Approach!

M2M Skill FIVE

Dynamic Sales Presentation FAB – Win Attention, Interest and Commitment!

M2M Skill SIX

Handle Price Objections – Make Customer Feel Good and Pay Premium Price!

M2M Skill SEVEN

EIGHT Customer Relationship Strategies – Every Sales Professional Must Do!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog [dayone](#))

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Key Account Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for KEY ACCOUNT SUCCESS, we need Develop and Retain Key Accounts to Achieve Sales Targets!



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CUSTOMER DEVELOPMENT and RELATIONSHIP STRATEGIES

A Customer Obsession – Hunt, Win and Develop Customer Loyalty

PART A CUSTOMER DEVELOPMENT and RELATIONSHIP STRATEGIES

1. **A Customer Obsession** – Change from Sales to Key Account Management for High Sales/Profits!
2. **Key Account Management** – New/Existing Opportunities, Confidence/Trust and Future Growth!

PART B CORPORATE CUSTOMERS and SALES ACHIEVER

1. **'SALES ANIMAL vs SALES PUSSY CAT' – CHANGE your MINDSET!**
 - A. **Key Account Prospecting** – High Value/Volume, High Margin, Future Growth Markets and Location!
 - B. **Customer Buying Influencers Analysis** – Position, Degree of Influence, Decisions Criteria and Relationship
 - C. **M2M Skill ONE** – Select and Analyse YOUR High Potential Customer – Identify Opportunities!
2. **SALES VISITATION and RESULTS – BE and ACHIEVER!**
 - A. **SALES VISITATION PERFORMANCE KPIs** – Telecalls, Appointments, Presentation, Quotation, Negotiation and Closing
 - B. **Sales 'Funnel' Performance Tracking** – Activities Drive Results (WHY and WHERE WE FAIL)
 - C. **M2M Skill TWO** – Sales Professional OBSESSION – Nothing is More Important than Results!

PART C CUSTOMER DEVELOPMENT STRATEGIES

3. **CUSTOMER DECISION MAKER BUYING PSYCHOLOGY**
 - A. **Analyse Customer Buying Behaviour** – Emotional, Factual, Participative and Rational Customer!
 - B. **Sales Confidence and Achieve Selling Impact** – RIGHT Selling Styles to RIGHT Decision Maker!
 - C. **M2M Skill THREE** – Customer Key Decision Influencer Worksheet – Spend Time with RIGHT PIC Only!
4. **SELLING 'CHARISMA' and MOTIVATION**
 - A. **Sales Self-Confidence Everyday** – Product/Company Knowledge, Personality and Motivation!
 - B. **Positive Sales Personality Style** – Body Language, Clothes, Grooming, Choice of Words, Facial, etc.
 - C. **M2M Skill FOUR** – 'Read' Customer PIC Body Language – First Impression Impact and Approach!
5. **SALES PRESENTATION IMPACT – FOCUS CORE ISSUES!**
 - A. **Speak Customer 'Language'** – Correct Issue Focus, Service/Technical Support and Create Value!
 - B. **Resolve Customer Major Concerns** – Present 'Simple Solutions to Difficult Problems' (Go the EXTRA Mile)
 - C. **M2M Skill FIVE** – Dynamic Sales Presentation FAB – Win Attention, Interest and Commitment!

PART D CUSTOMER RELATIONSHIP STRATEGIES

6. **HANDLE DIFFICULT CUSTOMERS and NEGOTIATIONS**
 - A. **Manage Difficult/Negative Decisions Makers** – Be Agreeable, Compliment, Compliment and Compliment!
 - B. **Sales Negotiation Fact-Finding** – Criterias, Min/Max Position, Major/Minor Issues, Goals and Gaps!
 - C. **M2M Skill SIX** – Handle Price Objections – Make Customer Feel Good and Pay Premium Price!
7. **CUSTOMER RELATIONSHIP and LOYALTY**
 - A. **Customer Buying Signals and Commitment** – EIGHT Simple but Powerful Sales Closing!
 - B. **Customer Loyalty and Partnership** – Create Reason to Visit, Fresh Ideas, Practical Solutions, etc.
 - C. **M2M Skill SEVEN** – EIGHT Customer Relationship Strategies – Every Sales Professional Must Do!