

Strategic Account Management

All courses can be virtual or face to face

Sample Content Includes:

- **What is Strategic Account Management (SAM)?**
- **THE Role of a SAM**
- **What is changing in SAM?**
- **The Impact of SAM on the Business**
- **Selecting Strategic Accounts**
- **Strategic Account Planning - A 10 Stage Process**
- **Strategic Account Relationships**
- **The Benefits of an Effective Strategic Account Management Approach**
- **Applying the Sales Process to Strategic Account Planning**
- **7 Stage Successful Sales Process for SAM**

Contact us for a full course outline.

