
The development of existing customers portfolio

Targets:

The course aims to propose the analysis tools of the active customers, elaborating consistent growth objectives, and to provide the most appropriate methods to develop the customer portfolio. It will be considered the context of Complex Sales, in which a number of interlocutors influence the purchasing process.

Beneficiaries: Sales reps, Key Account Manager, Sales engineers

Program:

- The two types of sales approach: hunting and farming
- Tools for analyzing the portfolio of active customers
- Analysis of quantitative and qualitative results
- The Potential and Penetration of the active customers
- The development objectives for active customers
- The Complex Sales and the Map of Power
- The Sales Chessboard
- Developing long-term relationships with active customers
- Brickwalling: identification of the elements of stability and development
- The Active Customer Development Plan

During the seminar, participants will take part in individual and group exercises and simulations on the real and current market situation