

Program Facts

Large Account Management ProcessSM

Who Should Attend

Any member of the organization involved in account management. This includes sales and sales management as well as post-sales support such as customer service, logistics, and IT. Any department that will have an ongoing relationship with strategic accounts can help advance the customer relationship by implementing the *Large Account Management ProcessSM (LAMP[®])*.

How Your Organization Will Benefit

Enable field sales to:

- Analyze the current status of relationships to identify discrepancies and develop a shared vision with customers.
- Align members of the selling team with their counterparts in customer organizations to improve communication and collaboration.
- Learn to set clearly defined sales and relationship goals with measurable results.

Enable sales management and senior leadership to:

- Document multi-year plans to manage key accounts. This allows information to be easily shared across account teams.
- Develop stronger and wider relationships within key accounts. This increases account retention and long term stability and growth.
- Allocate limited resources more effectively.
- Identify and segment divisions of large customer organizations into manageable segments.

Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Blended e-learning and live programs (1-day live)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)

Integration with Leading CRM Systems

The Gold Sheet that all attendees get in *LAMP[®]* is available for integrated or stand-alone use through our *Sales Access ManagerSM* portfolio of sales tools.



Related Offerings

Strategic Selling[®] – Comprehensive strategy for winning complex sales.

Strategic Selling[®] Government – *Strategic Selling[®]* tailored to the unique situation of selling to the U.S. government.

Conceptual Selling[®] – Communicate effectively to uncover and align with the customer's buying process.

Securing Strategic AppointmentsSM – Research and plan to successfully secure time with key contacts.

Executive ImpactSM – Persuasion strategy for securing executive approval.

About MHI Global

MHI Global works with organizations across all verticals around the world to build and sustain customer-focused, high-performance organizations that can drive profitable, predictable top-line growth. Our unrivaled capabilities, dedicated to customer management excellence, come from the combined expertise of powerhouse brands that make up MHI Global – Miller Heiman, AchieveGlobal, Huthwaite, Channel Enablers and Impact Learning Systems.