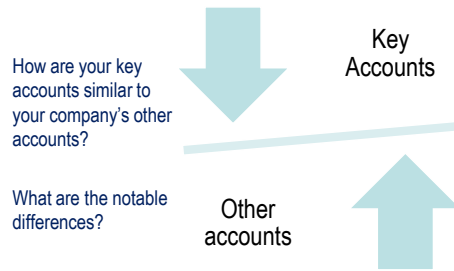


How do you define a key account?



Time: 10 minutes

Workbook Reference: Section 1, page 1-2

Activity and Key Points by Instructor:

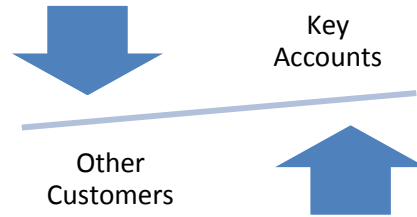
STAR's Leader Guides are set up so that the instructor sees the participant workbook page on the right and the Leader Guide instruction page on the left. The Leader Guide page contains detailed instructions for each and every workbook page. The corresponding PowerPoint slide is inserted at the top of every Leader Guide page. In a glance the instructor is able to see all of the materials page by page, without having to shuffle pages.

This is a sample and not intended for use. This space would contain detailed instructions for the corresponding workbook page

LEADER'S GUIDE SAMPLE

Key Teaching Points to Emphasize, Reinforce and Summarize	
1	
2	
3	
4	

WHAT DISTINGUISHES KEY ACCOUNTS?



Individual Answers and Group Discussion

1. Compare and contrast your key account(s) to other customers.
 - a. How are they similar?

 - b. What are the notable differences?

2. What do you find most challenging about managing key accounts?

How did you describe a key account? Here's how other organizations have answered...



Time: 10 minutes

Workbook Reference: Section 1, page 1-7

Activity and Key Points by Instructor:

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2	
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4	

CHARACTERISTICS OF KEY ACCOUNTS

From Other Sales Professionals

Here is how other participants have answered, "What is a key account?"

"Has growth potential, is profitable, is interested in value added, is low cost to do business with, there is a fit between our capabilities and their needs, and our corporate philosophies are similar."

"There is a partnership on adding value, not just a price bid every six months, and the account expects or wants to work with a selective number of suppliers."

"Growth opportunities, profitable over time, not just buying on price."



Key Points

1. Key accounts **value** what you can provide, have current and future **growth opportunities**, and want a **long term relationship**.
2. You can and should **allocate significant corporate resources** in direct proportion to the current and future importance of the key account.
3. Not every customer or prospect is a key account. **One of the most important decisions that you can make is to select the right account to become a key account.** The best salespeople focus on the best accounts and the best opportunities, and manage their time accordingly.

Value selling is *anything* that your company does that creates value for the account.



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Time: 30 minutes

Workbook Reference: Section 3, page 3-4

Activity and Key Points by Instructor:

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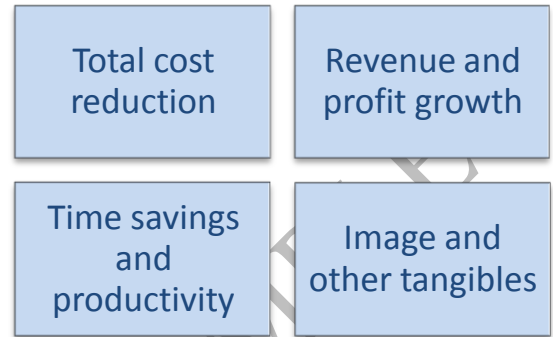
Key Teaching Points to Emphasize, Reinforce and Summarize	
1	
2	
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VALUE SELLING

Definition and Key Points

Value selling is *anything* that your company does that creates value for the customer through:

1. "Total cost" reduction*
2. Revenue and profit growth
3. Time savings and productivity (faster, easier, and so on)
4. Image and other intangibles



**Total cost reduction* is a useful concept but should not be limited to "price only" when selling on value. From a customer's point of view, price is only one element of the cost of using your product or service. Other relevant cost-factors include distribution, inventory, handling, and efficacy. It is possible that your selling price may be higher than your competitor but the total cost to your customer is lower due to shipping, storage, and usage factors.

Strategic Considerations

1. **Be creative!** Don't limit yourself to price only. Instead, consider all of your...

2. **Aim high!** A general rule to follow is that _____ decision-makers make decisions based on value; lower-level decision-makers make decisions based primarily on

3. Most importantly, Value Sellers take the _____ perspective. What does this customer value? This is why you cannot sell well on value if you haven't first done a thorough job of asking questions.