

Why Account Strategy

Huthwaite has been researching best practice in winning major sales for over forty years. Following on from the successful verbal behaviours acquired in our world-renowned SPIN® Selling, our Account Strategy programme gives salespeople the insights and techniques to deal with larger, complex sales.

The most skilful sellers understand that a longer or more complex sale brings with it the opportunity to establish relationships that live on beyond a single sales cycle and into the next.

A large value purchase means salespeople must understand a variety of client psychologies and a different purchase decision making framework - often in the form of a group of people, what Huthwaite call a decision making unit or DMU.

There are many issues to consider when mapping and navigating this DMU - price pressure, competition, benchmarking, procurement practices, incumbents, - to name but a few. If just a few of these issues occur, then you're potentially dealing with a much longer and more complicated sales process.

Built around a business simulation that recreates a competitive sales opportunity, participants compete to devise and execute strategies and tactics that win the deal. Ultimately, it's the verbal skills participants use with their customers and how they navigate their account that wins or loses them the business - just as in real life.

Overall, adopting our Account Strategy approach will give you:



An understanding of how to influence the key customers involved in the decision-making process



The tools to record where you are in the opportunity, plan what to do next and develop the tactics to do it



The ability to analyse your competitors and strengthen your position against them



An understanding of how to influence their decision criteria in your favour



Overall strategies to produce a significant increase in sales revenue and profitability



Methods for preventing losses late in the sales cycle.

We help sellers address common challenges like these



"We can't seem to get to the real decision makers or verbalise a persuasive value proposition when we do"

Mapping out the Decision Making Unit will show you who to speak with, in what order and about what issues.



"We don't have a proactive win strategy that starts before the need is even evident and ends in a fully-delivered customer engagement"

Ability to describe the psychology of customer needs, demonstrate a proactive win strategy and be better prepared to handle the competition.



"Procurement seems to be calling the tune and keeps telling us that the only differentiator is price"

Understand how customers evaluate competitive offerings and how you can influence their decision guidelines in your favour.



"Our CRM system is fine at telling us where we are now, but not what we should do next"

Ability to record and describe progress in the opportunity with clear objectives around what to do next and develop tactics to do it.



"We need to understand what the competitors are doing, and how the prospect thinks of us in relation to them"

Come away with the tools for analysing and handling the competition by maximising your differentiators and minimising theirs.



"Even when we've shown that we understand customers' needs, they still don't always see us as the obvious supplier"

Fully understand the psychology of complex buying behaviour and how to influence decision criteria in your favour.



"We lose deals just when we think they're in the bag."

Learn methods for preventing losses late in the sales cycle.

Who is Account Strategy for?

Account strategy is for sales professionals and account managers responsible for managing face-to-face relationships with customers and who are responsible for increasing lifetime customer value as an organisational business objective. The programme is also valuable for managers and directors who are keen to implement account strategies for major sales within their organisation.

Why does Account Strategy work?

Huthwaite has been researching best practice in winning major sales for forty years. The insights and techniques that we have established during that time form the basis of this programme. Successfully managing opportunities can sometimes feel more like navigating a minefield than a sales opportunity - particularly when your competitors are strong. So, a compass, a process and a methodology that have been field tested in bad times as well as good could help you to out think, out manoeuvre and out perform the competition, and confront challenges with confidence.

Benefits for your business

- Long-term profitable customer relationships
- Reduced cost per sale
- Improved revenues and margins from a more productive and effective salesforce
- Processes and tools which make it easy to analyse, review, plan and report sales activity.

Benefits for sellers

- A proactive win strategy to handle the competition
- Efficient and effective sales progression using proven tools and processes
- Strategies to minimise late-cycle concerns
- Understand the psychology behind making high value purchasing decisions in order to personalise their approach to each member of the Decision Making Unit (DMU)

SPIN® Suite training programme

Our suite of sales enablement solutions are designed to support your organisation where you need it most. These solutions work together to strengthen each stage of your sales process.

01 SPIN® Selling

SPIN® has, for the last 40 years, proven to be the most effective way to improve the sales success of organisations in a variety of sectors to deliver bottom-line results.

02 SPIN® Coaching

Equips coaches to deliver a positive compound effect that can supercharge the skills of your SPIN® trained sales team.

03 Account Strategy

Account Strategy will help you maximise major sales opportunities by focusing on the journey the customer makes in arriving at a major decision.

04 SPIN® Marketing

Helps marketers build value alongside their sales colleagues and ensure message, media and sales conversations are congruent and joined up.

05 SPIN® in a virtual world

This workshop will refresh your SPIN® knowledge and understand how to adapt your existing SPIN® selling behaviours to selling in a virtual world helping you to achieve successful sales outcomes.

06 SPIN® Proposals & Presentations

This workshop uses SPIN® skills to achieve maximum impact and persuasiveness with both sales proposals and presentations as part of a consistent, joined up sales strategy.

07 SPIN® Refresher

A dynamic programme that covers the key areas of the SPIN® methodology and behaviours needed to fully restore SPIN® expertise.