

# Advanced Sales Programme

For any organisation, the most direct route to rapid, profitable growth is through increased sales via existing and new customers. Fostering the skills and expertise of your Senior Sales and Strategic Account Managers is essential to achieving this objective.

Our Advanced Sales Programme, developed and refined over 20 years, delves deep into advanced sales strategies and techniques. The Programme empowers participants to place value at the centre of their approach, navigate complex negotiations, enhance their influence and drive sustainable revenue growth. It also equips participants with the skills to work as part of a high-performing sales team.

Facilitated by experts in their field, with decades of sales experience at Senior and Board Level, this programme will give your Senior Sales and Strategic Account Managers the skills they need to excel.



## Who

Senior Sales and Strategic Account Managers  
5+ years experience



## Format

Face-to-face  
Virtual workshops  
Self-study



## Duration

4 month programme  
35-40 hours

## Programme Objectives

The Advanced Sales programme will develop, refine and grow your Senior Sales and Strategic Account Manager's sales skills. As a result of attending this training, participants will be able to:

- **Sell strategically**  
Explore the role of a strategic sales person - how to build your influence in managing large and strategic sales and how to operate at an advanced level
- **Conduct in-depth analysis of customers**  
Learn techniques to establish the needs and motivations of your customers and the key players in your customers' business
- **Negotiate with impact**  
Prepare effectively for complex negotiations and lead the conversation by amplifying the value of your solution
- **Build long-term relationships**  
Advanced techniques to build profitable relationships with multiple stakeholders and grow your business

## Our Solution

### PREPARE

### ENGAGE

### ADVANCE

#### Role and skills

- Operating at an advanced level
- Managing a strategic account and creating a winning strategy
- Customer relationship management, mapping and development

#### Research and strategy

- Selecting the right target companies
- Why quantification of value matters
- How to quantify value
- Customer segmentation

#### Value Communication

- Proactive account development
- Refining a value proposition
- Influencing skills
- Story telling
- Competitor differentiation

#### Successful negotiations

- Importance of win/win
- Building trust
- Positional & interest-based negotiation
- Negotiation toolkit, BATNA and tradables
- Pricing strategy

#### Consolidate and expand

- Account development
- Growing the business
- Looking for new opportunities

# Key Benefits of the Programme

- Fully customisable to the specific and unique needs of your organisation
- Easily adaptable to run for teams or mixed groups
- Can be run in multiple languages via our global network of expert trainers
- Complete learning journey that covers each stage of the sales process
- Focused on practical application and real sales cases
- Range of additional virtual sessions available to accelerate skill development in key areas for your business

# The Learning Journey

As experts in the science of learning, we've carefully designed our Advanced Sales Programme to ensure the most interactive, engaging and insightful learning experience. Led by our expert trainers, a typical learning journey lasts four months and includes face-to-face training, virtual workshops and self study.



| Preparation                                                                                                                                                            | Virtual Kick Off                                                                                                                                                                     | Face-to-Face                                                                                                                                                                                                                                                               | Virtual Workshops                                                                                                                                     | Face-to-Face                                                                                                                                                                                                                                         | Virtual Follow Up                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Introduction to our Learning Hub</li> <li>• Read assigned material</li> <li>• Introduction to sales case challenge</li> </ul> | <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Orientation</li> <li>• Sharing of objectives</li> <li>• Course expectation, ways of working and pre-work</li> </ul> | <ul style="list-style-type: none"> <li>• Role and skills</li> <li>• Research and strategy</li> <li>• Customer sales strategy presentation</li> <li>• How to quantify value and why it matters</li> <li>• Customer segmentation</li> <li>• Case study role plays</li> </ul> | <p>These sessions include:</p> <ul style="list-style-type: none"> <li>• Trusted advisor</li> <li>• Using storytelling to communicate value</li> </ul> | <ul style="list-style-type: none"> <li>• Value Communication</li> <li>• Successful negotiations &amp; pricing</li> <li>• Positional and interest based negotiation</li> <li>• Competitor differentiation</li> <li>• Case study role plays</li> </ul> | <ul style="list-style-type: none"> <li>• Wrap up of programme</li> <li>• Actions and next steps</li> <li>• Sales case challenge follow up</li> </ul> |
| 2 weeks                                                                                                                                                                | 1 hour                                                                                                                                                                               | 2 days                                                                                                                                                                                                                                                                     | 3 hours each                                                                                                                                          | 2 days                                                                                                                                                                                                                                               | 1 hour                                                                                                                                               |

# Why Train with us?

Our customers tell us that we are different and that working with us is different too. Here's what sets us apart:

- **We customise all our solutions:** We pride ourselves on developing fully tailored solutions for each and every client
- **We have global expertise:** Our specialism is rolling out global programmes in 20+ languages
- **We are dedicated to changing behaviour:** Our solutions are not about delivering content, our aim is to change behaviour so that your people behave differently and improve performance
- **We are transparent and open:** We're good at building long-term client relationships because we are friendly, approachable and have a transparent approach to pricing.



People  
Development  
Specialists

Business Linked Teams is a global people development company headed by Samantha Caine, FCIPD. We empower development and enhance capability through bespoke learning solutions and carefully curated change initiatives.



Abingdon House, 136 High Street, Honiton, Devon, EX14 1JP, United Kingdom