



X-Plan Accelerating Business

Solution selling and Account planning workshop training

- Developing account plans and value proposition
- Customised to your business
- Delivered to the sales team in 2 day interactive workshop
- Tools and templates
- Support and mentoring
- Helping with pipeline building



Programme

Tailored for your business

2 days interactive workshop with case studies, group working and present back on individual account plans

Tools and templates provided

Win new business with new customers

More proactive new business generation, improving win rate

Grow business with existing customers

Better understanding of needs, opportunities, with who & how to engage

Case study

The Challenge:

A Technology company in Big Data Customer Analytics and SaaS with Headquarters in the UK was participating in many RFPs, but was struggling to win new Retail business, due to poor account planning, weak value propositions, under-estimating competitors and inconsistent engagement across the prospective client organisations.

The Solution:

An account planning process was designed for this business, using a current client as a deep-dive case study. A 2 days interactive workshop was delivered to sales teams in US, Europe and Asia. Teams were taught the methodology, applied the learnings in work groups to their clients and presented back in the workshop on their account plans and value propositions for feed-back and critique. Easy to use Templates and Tools were provided.

The Results:

Over 40 sales personnel were trained. Methodology was adopted across the company with quarterly account plan reviews for both current and prospective clients:
 Account assessment
 Account Value Proposition
 Opportunity Map
 Engagement Plan
 Win ratio in Pitches / RFPs improved from 1 in 5 to 1 in 3.
 Sales grew +50% CAGR over next 4 years from \$12 to \$60 million