HOW TO SELL TO MAJOR ACCOUNTS

Use this outline to get bigger and better clients!

- **Identify prospective clients.**
  — List companies, chief executives and contact information.
  — List their products and services.
- **Measure your current relationship.**
  — Are you selling to them now? How much? Why?
  — Involved in negotiation? Why?
  — On hold for their future planning? Why?

Can you demonstrate how your business will help theirs?

- **Align your offer to each target client's organization.**
  — Do you understand their business culture?
  — What is their business plan and strategies to carry it out?
  — How will your products and services propel their strategy?
  — Can you connect with the people who direct that strategy?
- **List ways you can influence the chief executive and company leadership who influence buying choices.**
- **Contact the key people you listed. Gather their needs and goals.**
  — What do they think their goals are?
  — What do they think they need to accomplish them?
  — What do they really need?
  — What action do you need them to take? Who must act?
  — Must they make changes before using your product or service?

Can you match your product to their strategy?

- **Outline which products and services support their goals.**
- **Develop a strategy.**
  — List actions they must take and decisions they must make in a logical sequence leading to a buying decision. Who? When?
  — Make a timeline listing when you need to gather information about the prospective client, when you can make your first call to them, then your second call and follow-ups to make an appointment.
  — Use the list to schedule your calls and decision points.
  — Add activities that your firm or your prospect can complete between contacts.
  — List alternative steps to avoid unexpected blocks.
  — Outline facts about your company and ideas to encourage their decision to buy from you.
- ***Call that executive and put your strategy to work.***