

HOW TO SELL TO MAJOR ACCOUNTS

Use this outline to get bigger and better clients!

Can you demonstrate how your business will help theirs?

1 Identify prospective clients.

- List companies, chief executives and contact information.
- List their products and services.

2 Measure your current relationship.

- Are you selling to them now? How much? Why?
- Involved in negotiation? Why?
- On hold for their future planning? Why?

3 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?

4 List ways you can influence the chief executive and company leadership who influence buying choices.

5 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?

6 Outline which products and services support their goals.

7 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.

8 Call that executive and put your strategy to work.

Get to Work Right Now...

Your business idea needs a **strategy** that sets your course, **bypasses uncertainty** and reaches your goal.

Our solid business **experience**, tested **strategies**, **coaching**, and distinctive **marketing** materials will move you closer to your clients!

Call 1-800 99 IDEAS or send your email to Service@99IDEAS.net.



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