



Can your team go beyond renewals to upsell and cross-sell existing accounts?

ValueSelling Account Planning

Taking the science of 'land-and-expand' to an art form

Support a Key Role

Account managers are often required to land the account, ensure customer success, secure renewals, and expand opportunities. In short, the account team plays a critical role throughout the customer lifecycle.

Account teams that provide exceptional customer service make customers feel valued. And according to Accenture, customers who feel valued are 1.5 times more likely to renew.

But growing an account requires more than feel-good. It requires selling on value.

The ValueSelling Account Planning (VSAP) workshop leverages the ValueSelling Framework® to existing accounts that are the lifeblood of your organization. By overlaying a simple and proven framework onto your organization's account planning process, you can

“Customers who feel valued are 1.5 times more likely to renew.”

- Accenture

“It costs five times as much to attract a new customer than to keep an existing one.”

- Invesp Consulting

leverage a common language, tools and templates, including the Qualified Prospect Formula® and the ValuePrompter®.

Enable your account teams to sharpen their ability to:

- Spot sales opportunities by better diagnosing business challenges
- Develop comprehensive strategy and plans at the account and opportunity level
- Analyze existing opportunities and create actionable plans to increase win rate

Throughout the VSAP workshop, we drill down into practical sales behaviors—demonstrating 'what to do' and 'how to do it'—so your teams can successfully manage strategic opportunities and expand those opportunities into ongoing revenue.



Both TrainingIndustry.com and Selling Power have named ValueSelling Associates to their annual Top 20 Sales Training Companies list.



The ValueSelling Account Planning Framework



Analyze

Focused attention on account feasibility



Investigate

Understand your account's business and market strategy



Profile

Relationship assessment and buyer roles



Predict

Internal and external competition and gaps



Prepare

Opportunity prioritization and strategic coverage

Develop essential account planning skills

Upskill your account management team with the VSAP program. After attending, your team will know how to:

- Understand business opportunities and identify potential business issues
- Develop account plans to track opportunities and coordinate sales resources
- Assess current sales opportunities for gaps and develop specific action plans to bridge those gaps

Gartner reports that 78% of B2B buyers with new business needs are as likely to choose a new provider as they are to expand their account with the incumbent.

It doesn't make sense to lose opportunities that are yours to keep. Develop essential account planning and management skills.

Enroll your team in the ValueSelling Account Planning (VSAP) workshop and help ensure your organization gets more incremental revenue from existing accounts.

ValueSelling Framework™



eLEARNING



WORKSHOPS



REINFORCEMENT



PROCESS



TOOLS

About ValueSelling Associates

ValueSelling Associates, a leading global sales training company, offers a practical methodology for selling on value, not price. The ValueSelling Framework® is a proven formula that simplifies the complex B2B sale, and the Vortex Prospecting™ program provides a repeatable process that increases connections and conversions to the revenue pipeline. Once trained on the ValueSelling method, organizations grow revenue and increase productivity. Since 1991, thousands of professionals around the world have chosen ValueSelling Associates for customized training, reinforcement, and consulting to drive sales results. For more information, visit www.valueselling.com.



Keep it simple. Drive results.

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