



Sales Readiness Group

# Strategic Business Development

## SALES PERFORMANCE SERIES

**Strategic Business Development** is an advanced sales program to help sales professionals move from tactical sales calls to long-term strategic selling. This program gives sales professionals a systematic method to penetrate, manage and develop major and complex customer accounts over the long-term.

**Sales professionals that don't think** beyond the here and now are gambling away their future opportunities with major customer accounts. Large customers have long-term goals that factor into every purchase decision. Sales professionals who don't actively manage these accounts, think from the customer's point of view, and identify long-term opportunities risk losing out on future sales.

**Strategic Business Development** enables sales professionals to identify future trends and align sales activities with customers' business goals, thereby staying engaged with major customers and making future sales. It also helps sales professionals develop long term strategies for major and complex customers, gather the right set of information, set goals and work a plan for the future relationship with that customer.

**Strategic Business Development** modules and topics include:

- Understanding strategic business development and how to act like a business manager
- Analyzing major accounts to identify strategic opportunities
- Implementing an alignment strategy to become a preferred vendor, consultant or partner/ally with customers
- Allocating resources based on account potential
- Gaining access to vertical and horizontal decision-makers and influencers
- Interfacing with C-level executives
- Developing and executing a strategic "master plan" for every major account

*Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.*

### Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.  
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## Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

## More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service



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