



CRITICAL ACCOUNT PLANNING™

Leverage Accounts to Identify Hidden Revenue

All businesses recognize that the cost to acquire new customers is tremendous; therefore, gaining additional business from existing accounts is a critical necessity. But in order to do so effectively, a strategic plan must be thought out in advance. Once strengths, gaps and areas of opportunity have been identified, only then can your team determine how to best align capabilities, grow relationships and increase revenue.

Janek Performance Group's **Critical Account Planning™ Skills** program leverages its research-based CAP process together with its learning design model called **XFactor™** to provide sales professionals with the skills, best practices and behaviors they need to effectively identify additional growth opportunities within existing accounts.

According to a recent study conducted by CSO Insights, nearly 50% of Account Managers “needed improvement” in farming additional revenues from existing customers. By the end of this very hands-on workshop, your attendees will have the skills to plan for and obtain additional growth.

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CSO Insights, 2013

Smart Training Implementation Plans

After years of successfully supporting organizations achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training, Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

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Program Benefits & Outcomes

- Analyze critical information and data to better understand the total picture
- Recognize key contacts within the account
- Identify customer priorities
- Align your capabilities to customer priorities
- Make account planning actionable
- Exercise extensive application and gain feedback on “real” account plans

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales interactions.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

Ready to
Get Started?

To schedule a private training for your organization visit www.janek.com or call **800.979.0079** today.

Target Audience

- Sales Professionals
- Sales Executives
- Sales Managers
- Sales Support Staff

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.