



sales schematics australia

## CLIENTS-FOR-LIFE

# Proven ways to protect and grow your most important accounts

**Clients-for-life is a practical program that shows you how to secure your key clients, grow your revenues from each account and develop profitable long-term business partnerships.**

Using a logical and easy to follow process, your team members will each leave with a clear account management strategy designed specifically around the needs of their key clients.

You will also be equipped with a presentation designed to demonstrate to your clients how your business can partner with them to help achieve their most important objectives.

By adding enormous value to your clients as well as ensuring you meet your long-term sales objectives, this program is about building truly successful business partnerships.

## How will you benefit?

- Identify what is driving your current client relationships and exactly how to drive the partnership forward
- Understand which of your strengths are critical to each account and how to communicate these to your clients
- Measure the true level of loyalty of your key account contacts to enable you to develop long-term revenues
- Develop a relationship goal and strategy for getting closer to your key account contacts
- Prepare a specific, documented action plan for each participant to implement strategic account management into their role
- Gain a client-ready presentation to win the support of existing and new clients

**“Clients-for-life mitigates the threat of commoditisation faced by every business.”**

## What are you looking for?

- ***To be seen by your clients as a partner rather than supplier***
- ***A way to secure ongoing revenue and relationships***
- ***Strategies to help your clients achieve their long-term goals***
- ***Protection from the business damage of losing a key client***
- ***Techniques to sell your clients your full range of solutions***

**To book a program or find out more contact us on;**

**(02) 9437 1306**

**or**

**info@salesschematics.com.au**

sales schematics australia Pty limited

ABN 61 117 057 173

level 2, 12 waters road

neutral bay nsw 2089

p +61 (0)2 9437 1306 f +61 (0)2 9437 1851



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[www.saleschematics.com.au](http://www.saleschematics.com.au)

### How does Clients-for-life work?

*Clients-for-life* is an intensive two-day program that balances information and strategies with practical tools and techniques to help you drive real growth throughout your organisation. It can be delivered over two continuous days or two separate one-day sessions.

To help us develop a highly tailored program, we'll ask your team to prepare a brief on each of your key accounts. We can also work with you to arrange client interviews to ascertain a deeper understanding of the business relationship.

Over the two days, we will work with all participants to develop individual account management plans and a client presentation. Once these plans are approved by management, we also follow up with coaching on effective delivery of the client presentation and implementation of the plans.

### Gain practical account planning skills:

- How to analyse an account's competitive situation
- How to determine which of your strengths are critical to an account
- How to set an achievable mission for your key accounts
- How to structure and use a relationship matrix
- How to design an effective account management investment strategy
- How to get client commitment to investing in the relationship
- How to gain high level client support for your sales targets

### Who is it for?

The program is valuable for all team members who interact regularly with your clients. These include:

- Account Managers
- Sales and Business Development Executives
- Key support staff such as Accounts, HR, Safety and Risk Managers and Service Managers
- Marketing staff seeking to better align marketing efforts with Account Management strategies

*"In two days you will have a strategy for protecting and growing your most important accounts."*

Sales Schematics Australia (SSA) specialises in sales solutions for complex business-to-business markets. We help organisations grow their bottom line through the quality of their selling effort.

SSA's proven and practical approach focuses your teams to achieve higher value sales, faster. Our suite of individually-tailored services includes strategic selling, face-to-face persuasion and clients-for-life programs.