

“LAMP® puts all of our key players on the same page and allows us to focus cooperatively on our goals and objectives. It helps us allocate resources to our focus investments and think strategically about stop investments.”

DIRECTOR, INSURANCE

LAMP® may be the right solution if your sales organisation is trying to:

- Avoid being surprised by the loss of key clients.
- Collaborate across the enterprise to unlock the potential of strategic accounts.
- Transition from vendor to trusted advisor status with strategic customers.
- Ensure that relationships continue in strategic accounts regardless of manager or key sponsor turnover.
- Reverse erosion within key accounts.
- Achieve account growth objectives set by the executive team.
- Improve customer profitability.

WHO SHOULD ATTEND

Any member of the organisation involved in account management. This includes sales and sales management as well as post-sales support such as customer service, logistics, and IT.

Any department that will have an ongoing relationship with strategic accounts can help advance the customer relationship by implementing the Large Account Management ProcessSM (LAMP®).

**LARGE ACCOUNT
MANAGEMENT
PROCESSSM**
LARGE ACCOUNT
MANAGEMENT PROCESS

SUMMARY

Large Account Management ProcessSM (LAMP®) reveals how to best manage and grow strategic accounts by bringing the entire relationship into view.

This process provides a road map for strategic customer relationships that have growth potential through the development of a one-to three-year plan to guide team selling and customer collaboration efforts.

TAKE THE NEXT STEP 

YOUR NEXT STEP.

 **Large Account
Management ProcessSM**

LARGE ACCOUNT MANAGEMENT PROCESS

A WINNING STRATEGY TO ADVANCE YOUR CAREER

LAMP® begins with an analysis of the company's current position within actual accounts to identify discrepancies and develop a shared vision between the buying and selling organisations.

The programme then delivers a process to document long-term plans for managing key accounts and allocating resources efficiently. As a result of adopting this process, account managers will craft strategies for managing cross-functional teams to clarify roles and responsibilities, boost collaboration, and ensure accountability.

The programme also presents a method for enhancing relationships between the buying and selling organisations. Price sensitivity and competitive threats are significantly reduced by managing a customer's perception of the business relationship and mutually identifying the appropriate level of collaboration. LAMP® helps sales organisations objectively determine this perception and define goals to keep their position as trusted advisors.

LAMP® Implementation based on the success of clients who have adopted the Large Account Management ProcessSM, we have developed a best practice methodology to guide your implementation.

LAMP® Implementation provides the basis for focus, preparation, planning and execution that will increase the success and adoption of LAMP® into your account management programme.

LAMP® Implementation builds additional rigor around LAMP® by providing the key steps before and after the standard workshop delivery.

HOW YOUR ORGANISATION WILL BENEFIT

GROWING AS A LEADER.

Enable field sales to:

- Analyse the current status of relationships to identify discrepancies and develop a shared vision with customers.
- Align members of the selling team with their counterparts in customer organisations to improve communication and collaboration.
- Learn to set clearly defined sales and relationship goals with measurable results.

LEADING TO GROWTH.

Enable sales management and senior leadership to:

- Document multi-year plans to manage key accounts. This allows information to be easily shared across account teams.
- Develop stronger and wider relationships within key accounts. This increases account retention and long term stability and growth.
- Allocate limited resources more effectively.
- Identify and segment divisions of large customer organisations into manageable segments.



TAKE YOUR NEXT STEP.

The training programmes of MHIGLOBAL.ACADEMY provide you with practical sales knowledge, strategies, and tools to enhance your sales performance.

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Strategic Selling Portfolio

Strategic Selling® / Advanced Concepts™ for Strategic Selling® / Strategic Selling® Coaching / Negotiate SuccessSM / Strategic Selling® Funnel Management



Conceptual Selling Portfolio

Conceptual Selling® / Advanced ConceptsSM for Conceptual Selling® / Conceptual Selling® Coaching / Executive ImpactSM / Securing Strategic AppointmentsSM



Large Account Management Process Portfolio

Large Account Management ProcessSM (LAMP®)



Professional Selling Skills Portfolio

Professional Selling Skills® / Professional Sales Negotiations™ / Professional Sales Coaching™



Channel Success Essentials Portfolio

Channel Partner ManagementSM