SALES LEADERSHIP & ACCOUNT MANAGEMENT



GENTEX®
TRAINING CENTER

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Introduction

In the competitive world of business, sales leadership and effective account management are essential components for driving growth, nurturing client relationships, and achieving sustainable success. Sales leaders play a pivotal role in not only managing sales teams but also in shaping the overall sales strategy, fostering a culture of excellence, and ensuring that accounts are well-managed, leading to long-term client satisfaction and retention.

The Sales Leadership & Account Management course provided by Gentex Training Center is specifically designed to enhance the skills and knowledge of professionals responsible for leading sales teams and managing key client accounts. Over the course of five days, participants will acquire strategic insights into effective sales leadership, customer relationship management, and how to manage and grow client accounts for maximum profitability. By understanding the dynamics of leadership, customer expectations, and the best practices in account management, participants will be equipped to drive performance and secure valuable, long-term client relationships.

Sales Leadership & Account Management Course Objectives

- Understand the core principles of sales leadership and their application in driving team performance.

- Develop strategies for coaching, motivating, and leading sales teams to meet organizational goals.

- Understand how to manage and optimize key accounts for greater client retention and satisfaction.

- Learn the importance of communication, relationship building, and trust in managing accounts effectively.

- Master the art of negotiation, conflict resolution, and problem-solving to enhance customer relationships.

- Utilize data-driven insights to track performance, identify opportunities, and optimize account strategies.

- Develop and implement personalized sales strategies tailored to each clients needs and expectations.

- Learn how to create and execute account plans that lead to business growth and high customer lifetime value.

- Understand the sales process from prospecting to closing deals and managing post-sale relationships.

- Explore best practices for aligning the sales strategy with the overall business objectives and organizational vision.

By the end of this course, participants will be ready to take on key leadership roles in sales, effectively manage accounts, and use their skills to drive revenue and enhance customer loyalty.

Course Methodology

The Sales Leadership & Account Management course follows an interactive and practical approach. The training includes a mix of theoretical learning, real-world case studies, group discussions, role-playing, and hands-on exercises. This methodology is designed to ensure that participants can directly apply the concepts learned in their work environment. The course will also include actionable insights, allowing participants to gain practical experience in managing accounts and leading sales teams.

Who Should Take This Course

- Sales Managers and Directors looking to enhance their leadership capabilities and improve team performance.

- Account Managers who want to build stronger, more sustainable client relationships.

- Business Development Managers seeking to grow their client portfolios and increase customer satisfaction.

- Sales Professionals aiming for a leadership position or transitioning into management.
- Professionals responsible for handling key accounts and ensuring client retention.
- Entrepreneurs or small business owners looking to improve their sales strategy and customer relationships.

Sales Leadership & Account Management Course Outline

Day 1: Introduction to Sales Leadership

- Understanding the role of sales leadership and its impact on business growth
- Key qualities and skills of an effective sales leader
- Building a high-performing sales team: recruitment, training, and motivation
- Establishing team goals, setting clear expectations, and managing performance
- Developing leadership styles and adapting to team dynamics
- Group discussion: Real-world sales leadership challenges

Day 2: Coaching and Motivating Sales Teams

- The art of coaching: Techniques to improve individual and team performance
- Motivating salespeople: Rewards, recognition, and setting achievable targets
- Performance management: Identifying and addressing gaps in performance
- Handling team conflict and promoting a positive team culture
- Effective communication within sales teams
- Role-playing: Coaching a sales team member

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Day 3: Key Account Management Essentials

- Understanding the role of account management in customer retention
- Identifying and managing high-value accounts
- Building long-term relationships with clients: Trust, communication, and added value
- The importance of customer service and follow-up in account management
- Strategies for upselling and cross-selling within key accounts
- Hands-on activity: Creating an account management plan

Day 4: Negotiation and Conflict Resolution

- Mastering negotiation techniques for successful deals
- Handling objections and overcoming barriers to sales
- Resolving conflicts and managing difficult customers
- Building and maintaining long-term client relationships through effective negotiation
- Case study: Negotiation tactics in high-stakes sales situations
- Group exercise: Negotiating a deal in a simulated sales environment

Day 5: Sales Strategy and Performance Optimization

- Developing a comprehensive sales strategy that aligns with business objectives
- Using data and analytics to track sales performance and identify opportunities for growth
- Creating personalized sales plans for key accounts
- Sales forecasting: Predicting and preparing for future sales trends
- Post-sale management: Ensuring customer satisfaction and fostering loyalty
- Final project: Designing a strategic sales plan for a key account
- Course wrap-up: Key takeaways and how to implement lessons learned in your work

GENTEX® TRAINING CENTER

Conclusion

By successfully completing the Sales Leadership & Account Management course at Gentex Training Center, participants will acquire the necessary skills to effectively lead sales teams and manage high-value accounts. They will be able to implement advanced sales strategies, enhance customer relationships, and drive business growth through optimized account management. This course is designed to equip participants with practical, actionable knowledge that can be immediately applied in the workplace. It is not merely about receiving a certificate, but about gaining the expertise to transform your sales processes and management practices to achieve long-term success in an increasingly competitive business environment.

FAQs

Q1 What is the "Sales Leadership & Account Management" course about?

The Sales Leadership & Account Management course focuses on developing effective sales leadership and key account management capabilities. It covers team leadership, coaching and motivation, client relationship building, negotiation, account planning, sales strategy, performance tracking, forecasting, and post-sale customer management.

Q2 What are the key benefits of the "Sales Leadership & Account Management" course?

The course helps participants improve sales team performance, strengthen long-term client relationships, and manage high-value accounts effectively. It develops capabilities in personalized sales planning, negotiation, conflict resolution, performance analysis, sales forecasting, customer retention, and aligning sales strategies with broader business objectives.

Q3 What skills will I gain from the "Sales Leadership & Account Management" course?

Participants will develop Sales Leadership, Key Account Management, Negotiation & Conflict Resolution, and Sales Performance Optimization skills. These capabilities support effective team management, stronger client relationships, successful negotiations, strategic account planning, performance monitoring, forecasting, and improved customer satisfaction and business growth.

Q4 What tools, methods, or standards are covered in the "Sales Leadership & Account Management" course?

The course covers practical methods including coaching and motivation techniques, key account management plans, negotiation techniques, sales performance metrics and analytics, personalized sales plans, sales forecasting, and post-sale management. It also uses role-playing, case studies, simulated negotiations, and hands-on account planning exercises.

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com

Q5 How is the "Sales Leadership & Account Management" course applied in real-world practice?

The course applies its concepts through real-world case studies, role-playing, simulated sales negotiations, and hands-on account planning. Participants practice coaching sales team members, managing high-value accounts, resolving customer conflicts, developing strategic sales plans, forecasting sales, and strengthening post-sale relationships to improve loyalty and growth.