



# Major Account Sales Workshop

April 10-11, 2017

**REGISTER NOW**

[www.majoraccountworkshop.com](http://www.majoraccountworkshop.com)

## Ready to accelerate major account sales?

Your experienced major account reps may have a book of business, but they probably also have dozens of accounts that they have not yet penetrated. Your newer major account reps come up through the ranks and may never have learned how to sell to larger organizations.

The Social Sales Academy equips major account reps with a strategic plan to develop new accounts and protect your current accounts. Your reps will be equipped with social selling skills, major account sales strategies, presentation skills and more.

### Program

#### MAJOR ACCOUNT WORKSHOP

- Build a Strategic Major Account Plan (S-MAP)®, a written business plan to reach each target account.
- Position themselves as professionals with a major-account optimized LinkedIn profile
- Develop presentation and writing skills

*Wow, what an eye opening experience! As a long standing major account rep who has built my business very successfully over the years, I can honestly say this training opened my eyes as to how businesses are looking to buy today.*

**Chris, Major Account Rep**

### Coaches



Larry Levine knows major account selling. In 2014 he used social selling strategies to pull in \$1.3 million in sales in a net-new major account territory in Los Angeles. Now he's teaching major account reps his social selling strategies combined with the sales skills he used as a major account rep.



Darrell Amy brings 23 years of industry experience. Having coached hundreds of solutions reps in how to uncover business problems he help major account reps talk intelligently about business and financial issues. He also helps reps develop professional writing and presentation skills.

### About Us

The Major Account Workshop is conducted by the Social Sales Academy, a next-generation sales training organization dedicated helping technology sales reps integrate traditional sales strategies with new social platforms.



[www.socialsalesacademy.net](http://www.socialsalesacademy.net)  
805.586.3245



## Step 1: The Major Account Sales Workshop

The program begins with a 2-day intensive workshop where reps build a strategic plan, position themselves as experts on LinkedIn and learn new major account sales strategies.

### STRATEGIC MAJOR ACCOUNT PLAN (S-MAP®)

Reps create a business plan for their target accounts which includes goals, strategies, and tactics to attack every account on their target list. Goals will be set for penetrating new accounts. Proven strategies will be customized to create a written action plan along with target metrics.

### SKILLS DEVELOPMENT

Your reps will learn practical sales skills related to major account sales.

- Build their online brand on LinkedIn as a professional which adds value to major accounts
- Discover new ways to research accounts online to find initiatives and potential targets
- Integrate advanced social selling skills to connect with at least 5 people in each target account
- Learn how to read an annual report and financial statements to discover business initiatives, challenges and sales opportunities
- Master new strategies to have effective meetings with CEO's, CFO's, CIO's, and COO's

*This changed the way I view the power of social in today's sales environment. Larry does an incredible job of tying techniques, skills and the science behind social selling to real-life stories with industry-specific examples.*

**Mike, Major Account Rep**

## Step 2: Ongoing Coaching

After the workshop the focus turns to executing the Strategic Major Account Plan®. Monthly group web meetings include best practices and skills development. Throughout the month we'll coach reps through a private group on LinkedIn.

### BEST PRACTICES

Reps share real-world scenarios with their cohort of non-competing reps. Your reps will benefit from exposure to multiple real-world major account selling scenarios. Target account names will be kept confidential.

### SKILLS DEVELOPMENT

There are many skills required to be successful as a major account rep. Each month your reps will be introduced to new skills in the areas of presentation skills, proposal creation skills, advanced social networking strategies, and business acumen.

## Workshop Details

### DATE

April 10-11, 2017

### INVESTMENT

First Rep: \$2,495

Additional Reps: \$1,995

*VP of Sales Free with Registered Rep*

Ongoing Coaching Option: \$295/rep/mth

### LOCATION

Dallas TX

Location TBD

Fly into DFW or DAL airports

Local hotel options will be provided upon registration

### ADDITIONAL DETAILS

- Seats are available first-come, first-served basis

## Agenda

### DAY ONE

- 8:30 Welcome and Introductions
- 9:00 Strategic Major Account Plan
- 10:30 Build Your Professional Brand
- 12:00 Working Lunch
- 1:00 S-MAP® 2: Goal Setting
- 2:30 Advanced Social Prospecting
- 3:15 Break/Workshop
- 4:00 S-MAP® 2: Activity Plan
- 6:00 Optional Group Dinner

### DAY TWO

- 8:30 Inside the Mind the C-Suite
- 9:45 S-MAP® 3: Roadmap
- 11:00 Prospecting Strategies
- 12:00 Working Lunch
- 1:00 S-MAP® 4: Target Matrix
- 2:30 Discussion and Next Steps
- 3:30 Adjourn/Survey/Comments

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