PRACTITIONER

'Develop your sales skills!'

AccountManagementFMCG

a must for every sales professional

Sounds familiar?

You have switched to sales and are responsible for a number of accounts. Then you discover you have to develop entirely new competences. ***Because sales is a profession!*** Everything you do, or fail to do has a direct impact on the results. Communication appears to be your key skill to connect with the objectives of the category manager and the account. This is essential in order to be able to make contact with your client. To be able to present valid arguments based on your analysis. To be able to conduct conversations where you are able to really listen and ask further questions.

Why this training?

In practice, we notice many account managers enter the profession with 'trial and error' as a learning curve. With this programme we offer account managers the option of accelerating this learning curve substantially by developing the key competences within three months. About a hundred participants have experienced an accelerated development, where they have often achieved results which even have impact on their daily practice during the training. This is entirely in line with our key drivers for offering this programme, namely: 'Developing our participants to become professional account managers', based on our sincere commitment and useful tools, techniques, recognisable practice simulations and especially by training a great deal.

What is the target group?

People who have been in the profession for one to two years. Or have just made the switch from trade marketing, marketing or field sales. And for everybody who is becoming aware the profession of account management requires specific competences that actually have an impact on results. This practical training programme meets the needs of professional account managers working with retailers in the food, drug and pharmacy channels who want to continue to develop in a professional manner.

Retailers as guest speakers

During this programme, category managers within retail will be invited to give their view of professional account management and cooperation. An inspiring and often candid glimpse of the 'world of the customer'.

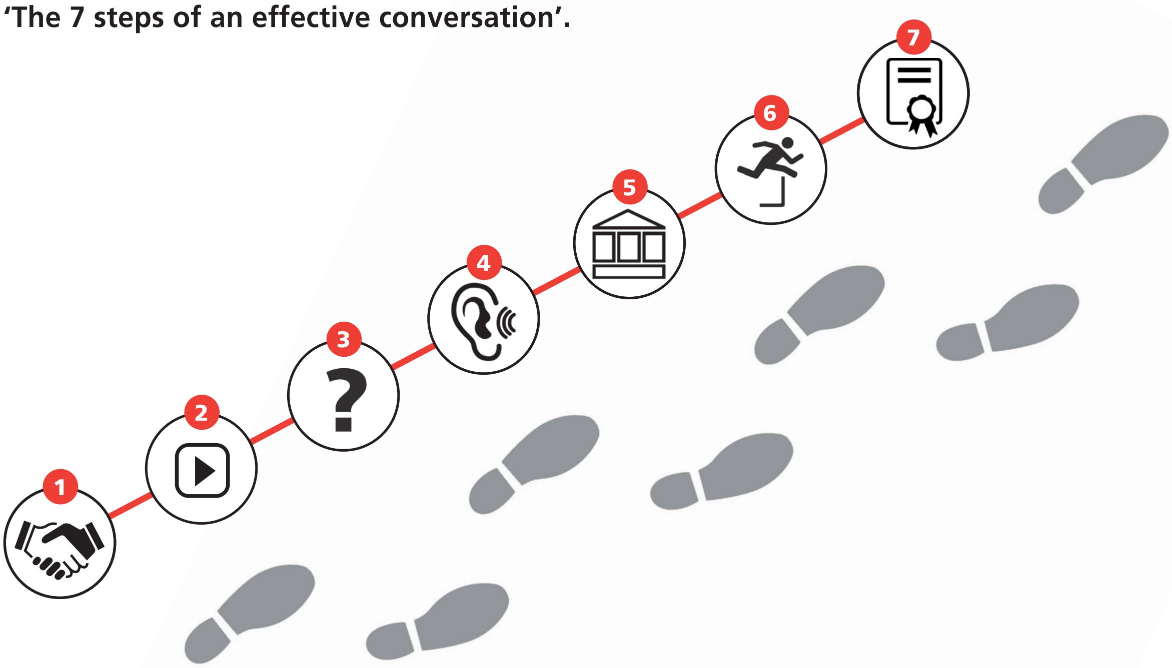
The knowledge, expertise and inspiration of now

We will use the latest insights in the field of communication, psychology and sales in this programme. An inspiring bibliography will be used, including authors such as Simon Sinek, (Start with WHY), Robert B. Cialdini (The Psychology of Persuasion), Pacelle van Goethem (How to Sell Ice to Eskimos) and publications in the domain of the neuro sell.

Our clients: Bakkersland – Bayer – Beiersdorf – Coty Benelux – Danone – Duvel Moortgat – Go-Tan – H.J.Heinz – Ferrero –Fortuin Dockum – GlaxoSmithKline – Groentehof – Hak – Haribo – Heineken – Intersnack – Intertaste – Kimberley-Clark – Lutèce – Nestlé – Nutricia – Koninklijke Peijnenburg – Vemedia – Vrumona – Yakult – Queens Vis – Scandinavian Tobacco Group – L'Oreal – Storck – Verkade – Tivall.

Programme set-up:
The 7 steps of an effective conversation

In the programme set-up all the skills and techniques are related to our approach 'The 7 steps of an effective conversation'.



This framework serves as a guide for all techniques that are discussed during the sessions.

Step 1. Rapport
'Making contact', socialising and creating commitment: this represents the basis of any conversation. Trust in the other is an essential condition for being receptive to the content of the message during the conversation.

Step 2. Opening of the conversation
Aim, Benefit and Check is an effective technique for taking control at the start of the conversation, so you can conduct an effective conversation in the time set for it. In addition, there is a major advantage for account managers themselves, as this provides a sharp focus on the ultimate objective of the conversation.

Step 3. SPIN-selling
How do you obtain information about the interests, desires and objectives of a category manager during a conversation? The sales technique of SPIN-selling (Neil Rackham) is a proven successful technique for discovering the sore points and pleasure points of the client in a structured way. This technique consists of four types of questions that make the client aware of their own needs.

Step 4. Listening
How do you ensure you really understand the other person? Listening, summarising and asking further questions are fundamental communication skills for arriving at the core.

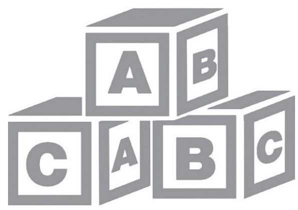
Step 5. Message house
You have a plan or proposal. How do you convey this in a convincing manner? The message house is a structure that is used in all media training programmes. It uses the ‘strength of three’ and presses the message home to the client in a brief and succinct manner.

Step 6. Objections
This is experienced as being very difficult. With our 6 steps for Effective Objection Handling, you will learn how to turn the ‘objection’ into alternative solutions for the objections mentioned that are in line with the mutual objectives.

Step 7. Agreement
Too often turning the result of the conversation into specific SMART agreement is forgotten. What specific agreements did you make and who does what? Is there really commitment? Does the client take responsibility here too?

Set-up of the 3-day Practitioner programme

Session 1. Account management: the basis!
What does it mean to be ‘responsible’ for an account? What is involved? What is your starting point and what do you want to achieve in very specific and concrete terms?



Topics that will be discussed during this session include:

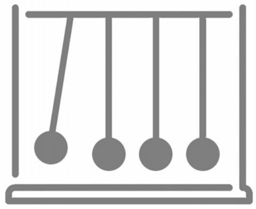
- ☑ Introduction and climate
- ☑ The one-pager of your client
- ☑ Your account plan on one A4 sheet
- ☑ Positioning yourself and your company with an elevator pitch
- ☑ Learning by intervision

Session 2. Control during the conversation
During this session, participants will learn a number of essential conversation techniques for maintaining control in the conversation.

Topics that will be discussed during this session include:

- ☑ Creating a positive climate
- ☑ Establishing an effective start to the conversation
- ☑ Obtaining information by listening, summarising and asking further questions
- ☑ Staying clear of details with the help of upchunking and downchunking
- ☑ Bringing sore points to the surface using SPIN-selling questioning techniques
- ☑ Working from practical simulations

Session 3. Impact and persuasion



You have an introduction or an important promotion you want to ‘sell in’. How do you do this with maximum impact and persuasion?

Topics that will be discussed during this session include:

- ☑ Working with the Model of Persuasion
- ☑ First understand and then be understood
- ☑ From proposition to message house
- ☑ Working from practice simulations

Session 4. Dealing with ‘objections’

Questions from clients are often experienced as ‘objections’. ‘Yes, buts’. We also refer to this as ‘resistance’. It is not always justified to label the reaction of the client this way. Insights from the domain of the neuro sell show clients often ask questions because the amount of information cannot be processed immediately. It is also a sign that the information needs to have a proper place in the objectives of the client.

Topics that will be addressed during this session include:

- ☑ Recognising emotional resistance
- ☑ Using the 6 steps for Effective Objection Handling
- ☑ Working with effective communication styles
- ☑ Making SMART agreements with the costumers
- ☑ Working from practice simulations

Session 5. Negotiating in practice

Every conversation is a negotiation. You will probably often be asked if you can briefly fill in a leaflet. Or if the promo volumes can be adjusted upwards. Or if the promotion discount can be higher and the promotion price slightly lower. During this day, you will learn the basic rules of negotiating. How do you maximise your result based on exchanging variables?

Topics that will be addressed during this session include:

- ☑ Preparation for a negotiation
- ☑ Exchanging variables
- ☑ A positive ‘no’ to extreme demands of the other.
- ☑ Recognising ‘dirty tricks’ and how to deal with them
- ☑ Working with practice simulations
- ☑ At the end of the day: awarding of the certificate.

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Number of participants
To be able to guarantee intensive coaching of participants, the group size will be agreed upon.

What will it generate?
By following this training programme, you will increase your knowledge, expertise and persuasive power, so that you will be more effective in achieving your account objectives. This is an investment that pays for itself twice over. Just work out what it will generate for you if you actually manage to list that additional SKU, get more out of a negotiation and manage to improve the return of promotions by 1%.

Investment
The investment for this 3-day Account Management FMCG Practitioner course is *R* 19.500 per participant. *R* 3.900 will be charged for venues and meeting arrangements.
Amounts are exclusive of 14% VAT and overnight stay and dinner.
For in-company rates you can contact Mark van Beek.

This will include:
- Facilitated by a professional and experienced trainer
- Deployment of actor during training
- Guest speaker/expert from retail - FMCG
- Intervision sessions during training days
- Inspiring venues
- Coaching by trainer during the programme.

You want know more?
The quickest way is to call Mark van Beek. You can find more information about our programs on our website: thebettersalescompany.com
You can also send an e-mail to: mark@thebettersalescompany.com

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Participants share their experience:

"Henk and Mark are enormously inspiring. It is partly thanks to them I started realising the richness of the sales profession. Besides learning to use essential sales tools, the added value for me was created by the insights offered in the field of communication. This Practitioner perfectly responds to the shift in focus from transaction to relation within the sales profession!"
Annelies van Hierden – HJ Heinz

"Mark and Henk's enthusiasm during the Practitioner ensures you will get the most out of the days, and ultimately walk away with a number of tools that help you in practice! I recommend this to every account manager starting out."
Daan van Oorschot - Ferrero

"What AccountmanagementFMCG has brought me is that I not only acquired a clearer idea of my own strengths and drivers, but I have also been handed the tools which I can use effectively in my role of account manager."
Jeroen Harks – Koninklijke Peijnenburg

"They live up to their promise. I am becoming aware of what the profession means and have learned a great many new things."
Leila Cornelis – Coty Benelux

"To me, AccountmanagementFMCG represents a mixture of useful tools, personal reflection and a source of energy and inspiration. I benefit from this both internally and externally."
Corben van den Berg – Aviko

"As for me, this training programme has ensured I enter into client conversations in a more self-assured way. I am much more aware now of how I can remain calm in a difficult situation and I am not caught off guard so easily. It has also helped me to keep an overview, maintain control and focus on the higher goal during conversations."
Jelmer Eibergen - L'Oréal

AcountmanagementFMCG

Based on the need for pragmatic sales skills for account managers in the FMCG sector, Mark van Beek and Henk Janssen started setting up and offering account management training courses geared towards practice.
This laid the foundation for AccountmanagementFMCG in 2012, an organisation that offers training courses for account managers within the FMCG sector in the form of the Practitioner programme (sales skills) and the Advanced programme (sales leadership).
In addition, they provide various in-company programmes.

Henk Janssen

Henk Janssen is the founder and owner of Idee•Consult BV (1996) with the mission being to 'make companies more successful, doing so from the conviction 'a different mind-set will lead to different actions'. As a trainer and coach he specialises in developing and enhancing managers in a commercial environment. Clients include leading brand manufacturers in the food & drug sector. He gained his 'experience in success' in various marketing, sales and general management roles at Nutricia, John West and Wella; companies where his philosophy and method resulted in remarkable growth figures. After his training as an NLP practitioner and his master and trainers' course, he became an 'International certified NLP trainer' in 2008. Within his commercial training courses, he has specialised in assisting manufacturers with negotiations during annual contract negotiations. This coaching focuses on communication, psychology and tactics. Henk is author of the books 'Creatief verkopen' [Creative selling] and 'Tien tools voor anders denken in verkoop' [Ten tools to achieve a different mind-set in sales]. In addition, Henk wrote regular columns for the professional magazines Sales Management and Food Personality.

For more information see also:
www.ideeconsult.nl and www.quick-wins.nl

Mark van Beek

Mark van Beek is founder and owner of The Better Sales Company, an organisation with a passion for developing commercial talent. His mission: Unlock growth potential! Mark has been active in various commercial and management roles, including at PepsiCo from 1996 and at Beiersdorf from 2000.
'If you do what you did, you will get what you got!' With this motto, he inspires his participants during his training courses and programmes. 'Challenge yourself to develop new initiatives and be creative. Inspire your clients and colleagues to grow together with you. And if you do this with passion and fun, good results will follow'.

During his career at Beiersdorf, Mark tangibly converted the results of the Advantage report into a more customer-focused organisation. Within the space of three years, this led to a top 3 position within the category!

Mark is a certified trainer, strategic coach, One-Minute coach trainer and Insights Discovery trainer. Combined with more than 20 years of commercial experience, this is an ideal formula for his inspiring training courses that have a great deal of impact.

For more information see also:
www.thebettersalescompany.com

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