

# ADVANCED

*‘Develop your sales leadership!’*



**AccountManagementFMCG**  
a must for every sales professional

## ► The next step?

You have worked in account management for a number of years. You are busy achieving the targets from the annual plans and managing the relationship. Perhaps you are already fulfilling a management role. Yet you have the impression it is time for the 'next step'. The next step in the further development of the cooperation with your account(s). Progressing from a transactional to a more strategic cooperation. The next step in tackling the internal processes and methods. In other words, the next step in developing your leadership in sales.

## ► Why this programme?

We notice in practice that many account managers stop learning in their daily practice after a number of years. This is simultaneously accompanied by the question: 'how can I further develop personally? Over the five years we have been providing this training programme it has become evident there is a great need for a pragmatic approach, where people are handed a toolkit in order to be able to make 'the difference' based on leadership. To make a difference in the cooperation with the account. To make a difference in bringing the internal organisation to a higher level. And to make a difference in everyone's personal and professional development. With this training programme, we encourage participants to bring themselves and therefore the organisation and the business to the 'next level'.

## ► What is the target group?

For ambitious key account managers who want to assume leadership both internally and externally in bringing the client relationship, the internal organisation and themselves to the next level. The context of this 'Advanced programme' is working with account managers and retailers in the food, drug and pharmacy channels.

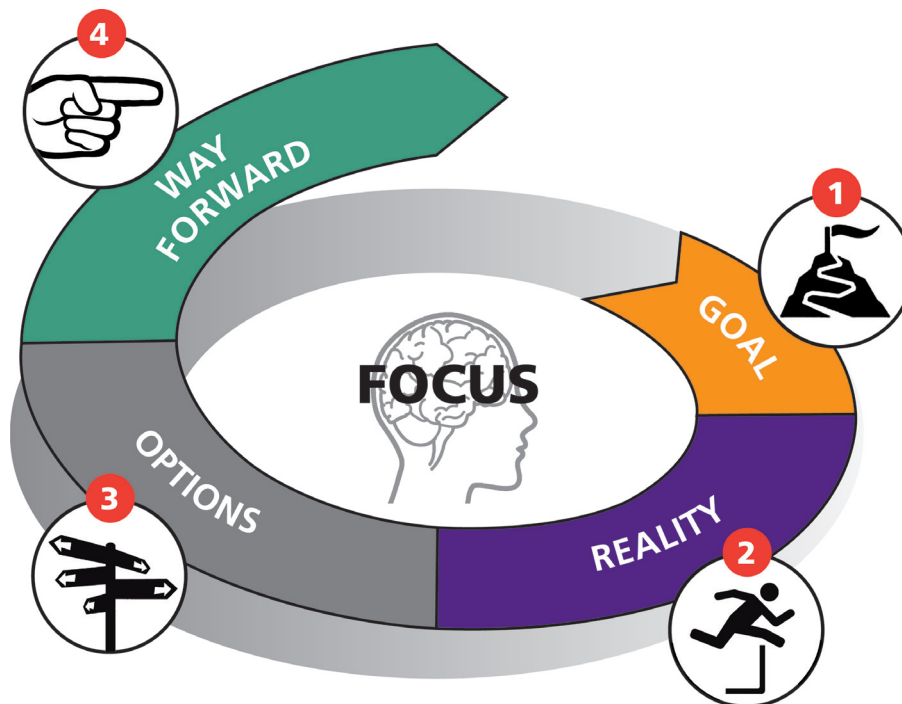
## ► The knowledge, expertise and inspiration of now

We will use the latest insights in the field of leadership development and business development in this programme. We will use an inspiring bibliography including authors such as Simon Sinek, (Start with WHY, Leaders eat last), Byron Sharp (How brands grow), Robert B. Cialdini (Influence), Chris Voss (Never split the difference), Anthony Robbins (Unlimited power) as well as publications in the domain of the neuro selling.

**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.

## ► The **GROW** model

The set-up of this training programme is based on the GROW model, which is a pragmatic development model used worldwide both in personal development and in business development to set goals and solve problems.



### ► 1) **GOAL**

It starts with an ambition. Where you do want to go, what is the dot on the horizon? What you want to bring to a 'next level'?

### ► 2) **REALITY**

What is the reality? What do you encounter? What obstacles need to be tackled?

### ► 3) **OPTIONS**

What solutions are possible? How do you become aware you have reached your goal? What alternatives can you use?

### ► 4) **WAY FORWARD**

What will you do specifically? What will your action plan look like? Who will you mobilise? What tools do you need for this? In short, how you do take leadership here?

## ► Set-up of the 3-day programme '**Advanced**'

The programme will focus on working on a personally selected objective. What do you want to bring to the 'next level'? Where do you aim to make the difference? With new drivers for growth in this category? By implementing shopper insights? Ensuring logistics processes fit in better? In this training programme, you will be handed a toolkit that will enable you to take leadership for this 'growth'.

## ▶ AccountmanagementSCAN

Before the start of the training course, everyone will be given a questionnaire that generates a 'scan' of potential points for development. This scan will be used in everybody's leadership development during the training course.

## ▶ Learning by **interview**

During the programme, participants will learn to set up and lead interview meetings. Interview sessions will take place in between sessions, bringing personal cases from practice, and enabling participants to arrive at surprising insights and solutions.

## ▶ Session 1. **Discover your 'next level'**

What do you want to bring to the next level? Where do you want to make the difference? How do you take leadership here? What does this mean for your personal development? How will you use this? What will you need for this?

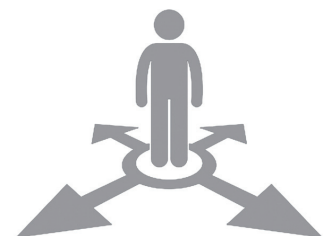


Topics that will be addressed during this session include:

- ☒ Introduction and climate control
- ☒ Exploring and identifying your 'next level'
- ☒ Assuming leadership for this ambition
- ☒ Development based on the outcome of your AccountmanagementSCAN
- ☒ Discovering and using new behaviour with the GROW model
- ☒ Learning from each other through interview

## ▶ Session 2. **Develop your own leadership**

Change will not come of its own accord. This requires leadership. In terms of the sales process. Within the internal organisation. What skills do you need for this? During this session you will be offered tools that enable you to take leadership.



Topics that will be addressed during this session include:

- ☒ Recognising the 'Why, How and What' of your organisation
- ☒ Discovering your personal 'Why'
- ☒ Examining the logical levels as a development model for leadership
- ☒ An understanding of your values and convictions
- ☒ Determining what knowledge and skills have to be developed for this



## ► Session 3. Neuro selling: **Working in the brain of the other**

Research over the last decade into the functioning of the brain has produced a number of important new insights concerning 'selling' ideas, services and brands to others. Knowledge of the underlying patterns that govern our perception and reflexes in behaviour is producing new techniques in terms of influencing behaviour.



**Topics that will be addressed during this session include:**

- ✓ The working of the limbic brain
- ✓ Recognising patterns, discovering why people do what they do
- ✓ Exploring the origin of behaviour
- ✓ Experiencing the effect of and understanding meta programmes
- ✓ Exerting influence on someone else's decisions

## ► Session 4. Storytelling: **Inspiring your environment**

Leadership means being able to take people with you to an uncertain place in the future. Using the insights and experiences from the previous sessions, it is important to know how you can get your environment 'on board' as regards the objective you have set in your sight. How do you do this? How do you get people to support this?



**Topics that will be addressed during this session include:**

- ✓ Storytelling as a technique to inspire others
- ✓ Exploring the stories you have to tell
- ✓ Tools for developing an inspiring story
- ✓ Understanding what people need to be willing to change
- ✓ Circumventing reflexes of resistance using brain science

## ► Session 5. **Psychology in negotiations**

An essential subject for any sales professional. There are major interests for both parties. What will happen to your own mind-set if the other person threatens with de-listings? How are you still capable of taking the lead when negotiating? Mind-set and 'the balance of power' represent the key psychological forces in this case.



**Topics that will be addressed during this session include:**

- ✓ Dealing with and influencing the balance of power at the table
- ✓ Seeking the 'no' in order to arrive at new solutions
- ✓ The strength of relevant open questions
- ✓ Recognising and countering 'psychological pitfalls' when negotiating
- ✓ Finishing the training programme and awarding the certificate

## ► Number of participants

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

## ► What will it produce?

Experience shows that, during the training course, specific projects are launched that generate a deepening of the relationship with the account and that specific projects are launched to implement improvements. A third important result is participants taking corresponding action in terms of their development needs in areas where they feel challenged in their role. This is a great basis for further development in their own organisation.

## ► Investment

The investment for the Account Management FMCG 'Advanced' training course is R 24.500 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
- Intervention 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](http://thebettersalescompany.com)

You can also send an e-mail to: [mark@thebettersalescompany.com](mailto:mark@thebettersalescompany.com)

### Contact details:

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Woudenbergseweg 41, 3711 AA Austerlitz, The Netherlands.  
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## Participants tell their story:



*"In this training course by Henk & Mark I learned a new way of thinking and cooperating with the retailer. They give you good tools that you can immediately put into practice. These tools led to great results for me right away! In addition, Henk and Mark held up a mirror to me, enabling me to get to know myself better. It is exciting to do, but it will help you to develop, both in terms of business and privately. In other words, super training that is really useful!"*

**Dorien Dijkstra – HJ Heinz**

*"Not only has AccountManagementFMCG The Next Level given me new insights allowing me to increase my effectiveness clients as an account manager, but the training course also made me focus on my personal development. In addition, I obtained great contacts with interesting food professionals from The Next Level programme."*

**Angelique Peterse – Intersnack**



*"AccountManagementFMCG is more than learning about key sales aspects. The Next Level is for those who want to get the most out of themselves, dare to look in the mirror and make the difference as a result!"*

**Tea Hoogeterp – Kimberly-Clark**

*"Not only does AccountManagementFMCG teach you the key aspects of the discipline of account management, you also learn how to develop in the personal domain."*

**Sjoerd Jan Faber - GlaxoSmithKline**





## AccountmanagementFMCG

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.ideoconsult.nl](http://www.ideoconsult.nl) and [www.quick-wins.nl](http://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.thebetersalescompany.com](http://www.thebetersalescompany.com)

