

## Managing Target Account Selling™ Program

### Version 8.0

#### What is the Managing Target Account Selling™ Program?

Managing Target Account Selling™ (MTAS) is a one-day program that provides tools to help sales managers improve the performance and development of sales teams. These tools enable managers to:

- Effectively coach and lead sales teams
- Increase span of control
- Leverage limited sales resources
- Focus on the most critical opportunities
- Develop the skills, knowledge and abilities of their people
- Close more business faster and at a lower cost

#### What are the Business Benefits of MTAS?

*MTAS is designed for practical and immediate implementation.*

Led by a highly experienced instructor, the Managing Target Account Selling™ program employs sales teams' real-world opportunities to facilitate the implementation process. A pre-course case study also illustrates the typical pitfalls that managers encounter in a complex sales campaign.

*MTAS covers the vital aspects of managing sales teams.*

The Managing Target Account Selling™ program provides managers with the techniques required to develop a world-class selling organization, including:

- Analyzing the status of sales teams' campaigns
- Coaching salespeople effectively
- Assessing sales skills
- Building personnel development plans
- Identifying and hiring top sales performers

*MTAS provides highly refined management tools for use in the field.*

Participants receive a comprehensive manual containing all program materials, as well as tailorable forms to guide the implementation of the process within your company.

*MTAS is tailored to your specific needs.*

Examples and exercises are drawn from participants' work environments. Instructors tailor the MTAS program to your organization's specific industry and culture. Managers leave the program ready to implement MTAS processes immediately.

### Who Uses MTAS?

MTAS is used by leading companies in a variety of industries: high technology, telecommunications, professional services, health care, transportation, distribution, utilities and others.

Each program is tailored specifically for each client, and is led by a certified instructor with work experience in the client's industry.

### Who should Attend?

The Managing Target Account Selling™ program is designed for sales managers in organizations that are implementating the Target Account Selling™ methodology. Participants should be experienced sales managers who have mastered basic management skills, and who have previously attended the Target Account Selling™ program with their sales team.

### What Happens During MTAS?

The Managing Target Account Selling™ program provides participants with techniques and tools for developing their sales teams' skills and abilities:

**Strategic Analysis** shows sales managers how to analyze a plan for a major sales opportunity, looking for leading indicators of success. The Strategic Analysis management tool guides sales managers through a structured process for reviewing and evaluating their salespeople's Target Account Selling™ plans.

**Strategic Coaching** provides sales managers with techniques for testing and improving sales plans, and for helping sales teams discover the strengths and weaknesses in their own sales campaigns. By using the Strategic Analysis management tool, sales managers can effectively coach their teams, leveraging major strengths into winning advantages.

**Assessment and Development** helps sales managers identify and assess the skills required by salespeople to be successful, as well as build a development plan for those who have potential. The Individual Skills Assessment is a management tool that assists sales managers in determining how well a salesperson performs the behaviors required for winning a major sales opportunity. Included in the assessment are evaluation criteria for strategist, consultant, team leader, and fundamental sales behaviors.

The Individual Development Plan is another MTAS management tool that helps sales managers capture their observations on a salesperson's behavior and performance, identify specific development needs, establish clear objectives, and set specific actions for reaching those objectives.



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