

# Target Account Selling™

Version 8.0

Target Account Selling™ (TAS) is a structured, repeatable methodology that enables sales organizations to:

- Improve bid-to-win ratios
- Shorten selling cycles
- Minimize discounts and negotiated concessions
- Establish clear, unique business value with customers
- Reduce selling costs through more efficient resource allocation
- Increase sales per employee
- Build successful sales organizations quickly by getting new employees more productive sooner
- Decrease risk of unprofitable, resource-intensive contracts
- Enhance account control and forecast accuracy
- Eliminate departmental barriers with a common sales language

## What Is Target Account Selling™?

Introduced in an intensive, highly interactive program, the TAS process helps sales professionals win more business by:

- Focusing on the right issues with the right people at the right time
- Developing effective plans for sales campaigns
- Communicating more effectively within the sales team
- Shifting the focus of salespeople from tactical to strategic issues

TAS emphasizes real-world application by testing the program concepts against live sales opportunities. Throughout the program, sales professionals create a refined, winning plan for securing new business.

## Who Needs TAS?

TAS is highly effective in organizations with selling environments marked by:

- Intense competition
- Customer buying decisions with high financial, strategic or organizational impact
- Decision makers at many levels in the customer organization, often requiring a team sale
- Protracted, costly sales cycles
- Big rewards for success, and even bigger costs for failure

## Target Account Selling™

### Includes Learning To:

- **Assess the Opportunity:** an objective process that reveals critical customer, business and competitive information, and drives an informed decision to compete.
- **Set the Competitive Strategy:** a framework for determining the most effective approach to winning the customer's business.
- **Identify the Key Players:** a method to identify the roles and status of people who affect or will be affected by customer buying decisions.
- **Define the Relationship Strategy:** a process to align with influential decision-makers in the buying organization who can help you win the sales opportunity.
- **Turn Ideas Into Activities:** an approach to identify specific tactics needed to win the opportunity and the resources required to support each task.
- **Test and Improve the Plan:** a structured process that analyzes Opportunity Plans and refines them to the highest possible quality for implementation in the field.

### Who Should Attend?

To foster teamwork and maximize the return on training investment, sales teams should attend the TAS program with their managers. Team members can then immediately apply the Target Account Selling™ tools and language for more effective collaboration in the field. Typical sales teams include sales reps, sales support professionals, and sales managers. Marketing and product management may also attend to support and coordinate the group selling effort.

### State-Of-The-Art Processes

The art and science of selling changes constantly. That's why we continuously improve the Target Account Selling™ program by incorporating industry best practices and the latest findings from empirical research. Consequently, TAS remains the state of the art in advanced sales methodology.

### What's new in TAS 8.0?

The latest release of Target Account Selling™ includes many exciting improvements, such as:

- Enhanced techniques for developing highly effective sales value propositions
- Effective planning for the potential inclusion of partners and allies in sales campaigns
- Advanced methodology for planning activities that engage sales resources efficiently and advance sales campaigns to a winning conclusion

- Research-proven methods for accurately evaluating and improving personal trust and credibility with buyers
- Streamlined Opportunity Plan testing and coaching model to produce the highest quality sales plans quickly
- Options for program delivery, either through intensive instructor-led workshops, or through a blended web-based/workshop approach that minimizes time out of the field

### Delivery Options

#### • 3-Day Workshop

Three days of intensive, interactive training led by a certified and experienced consultant.

#### • eLearning Plus 2-Day Workshop

Blended delivery consists of a Web-based eLearning course available to participants online 24x7 prior to attending the workshop. The self-paced eLearning is followed by a two-day workshop that focuses primarily on the application of TAS concepts to live opportunities.

The TAS eLearning course was designed around the same Bancroft Industries case study that is used in the TAS three-day workshop. The case study has been expanded to include additional characters and scenarios and was designed to showcase the TAS methodology in action. This delivery option allows participants to review the online course and reference materials for six months after attending the workshop.



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