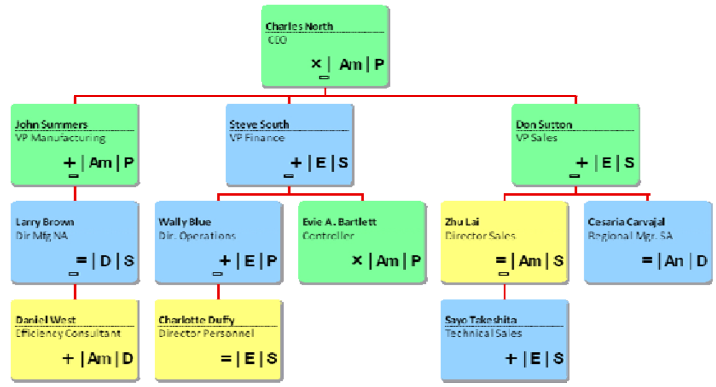
# Build Your Account Plan




***Strategic Account Snapshot (SAS)*** is a one-day instructor-led workshop that helps professional sales teams develop an *Account Plan Snapshot* for their most important account – *it also represents the next generation in Strategic Account Planning!*

The one-day workshop is preceded by an intensive pre-work assignment, led by the Account Manager and accompanied by a software Tool that is expanded when the team comes together at the workshop.

*Identify internal sponsors to help you gain access and credibility with other key client executives.*

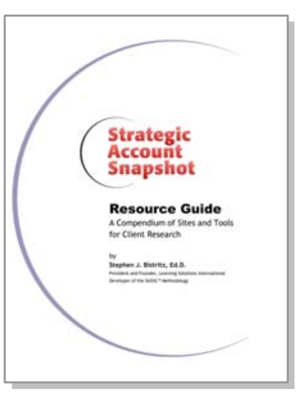
*This Organization Chart – extracted from the SAS Tool – also outlines players of influence at the account level. Players in green are of the highest influence, while people in yellow represent those of least influence.*

## Learn how to...

**Profile Your Account** to identify industry issues and trends, outline the structure of the client organization, determine key business and support units and pinpoint the client's key business drivers and initiatives. Some of these activities will take place in the structured pre-work assignment using the ***SAS Software Tool***, as well as the ***SAS Resource Guide***.

**Identify Revenue Growth Opportunities** using a common approach to pursue three kinds of revenue: on-going, known new and unqualified new. Learn how to explore and uncover revenue growth potential by building an ***Account Snapshot*** – a *unique tool* that enables you to align the client's business initiatives and projects with your sales opportunities.

**Develop Key Relationships and Foster Team Collaboration** by identifying the ***Influence Network*** within the client organization and aligning members of your core and extended team with key client executives. In this module, you will also select the key sales opportunities associated with each strategic account and develop the short-term actions needed to pursue and win those opportunities.




*The **SAS Resource Guide** is distributed as part of the pre-work assignment. The Guide contains a compendium of Internet sites and tools that are extremely useful in performing client research. Participants also use the Guide during and after the workshop to keep current on activities related to their strategic account.*

In addition to the ***SAS Software Tool*** **and** ***SAS Resource Guide,*** each Account Team receives a copy of the ***SAS Pre-Workshop Guidebook***, which outlines the work that needs to be accomplished prior to the actual workshop.

## Who

***SAS*** is designed for professional salespeople, account teams and relationship managers who need to effectively leverage the creation of an account plan for their strategic account.

## How

***SAS*** is delivered in one day by an experienced facilitator with prior business-to-business sales experience working with multiple strategic accounts. Participants prepare for the workshop by implementing a comprehensive pre-work assignment, using a software Tool that is expanded in the workshop.

***No Wasted Motion!***

Every element of the ***SAS*** workshop and planning process has passed the ***No Wasted Motion*** test! The workshop has been designed to build on the comprehensive pre-work assignment that is led by the Account Manager using a robust the ***SAS Software Tool***.

The team then comes to the workshop with elements of the Plan already completed and the ***SAS Software Tool*** is expanded and exploited in the workshop to include key planning content that is facilitated by the workshop leader.

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