

## Major Account Management

### What does this mean?

The **ProActiveSales** Major Account Management service is designed to apply over 25 years of experience to the day-to-day management of these mission critical accounts.

Their effective management requires a detailed understanding of their dynamics, the decision making structure of the business and the markets in which they operate. Establishing who the key players and influencers are within the accounts requires an entirely different approach than with the management of small value incremental business.

This requires not only patience but experience and a track record of managing this important part of the client portfolio.

**ProActiveSales** can apply their experience within this area to ensure that not only will they be effectively managed but their long-term sustainability as an important revenue stream can be maintained.

### How will my organisation benefit?

- ✓ Access to qualified and experienced sales professionals with over 25 years of experience of successfully managing major accounts.
- ✓ Safe in the knowledge that your major accounts are being managed to ensure their sustainability as a long-term revenue stream.
- ✓ Potential new major accounts will be managed as they grow.
- ✓ Major account management processes will be put in place.
- ✓ A sales resource at short notice will be put in place and hit the ground running to ensure continuity.

### What SERVICES are offered?

The **ProActiveSales** Service provides invaluable sales resources at short notice to help provide continuity to sales initiatives. To provide the best service we cover the following:

- ✓ **Initial one-to-one meeting** – this is an informal discussion to gain an understanding of the requirements and for you to address any specific areas of concern. After the meeting we will be able to fully assess the extent of work that may be needed and the costs involved.
- ✓ **Existing Major Accounts** – By agreement, **ProActiveSales** will take over the day-to-day management of your major accounts and put in place tried and tested methodologies for their effective management.
- ✓ **New Major Accounts** – **ProActiveSales** will work with you to develop new accounts by prospecting into new markets and working closely with existing accounts to grow and develop partnerships sustainable into the future.

- ✓ **An unexpected gap in your in your sales structure** – if you already have a structure for managing your major accounts unexpected gaps in your sales structure may leave you exposed in the onward management of these accounts **ProActiveSales** will be pleased to act as an interim manager to maintain continuity.

Whatever your specific requirements in the management of these important accounts, **ProActiveSales** can develop the right solution to meet your specific needs for managing your major accounts.

## What Does It Cost?

The fees for the use of the **ProActiveSales** service will vary according to the extent of the work involved. An initial meeting would take place free-of-charge to listen to your needs and ideas after which an accurate assessment of the time required will be made, a firm quotation will follow.

**ProActiveSales** will always make sure to offer a best value for money proposition and will agree fee rates in advance and hold them for a specified period. Alternatively, where there is an agreed scope for a complete project, a fixed fee can be agreed in advance to cover all relevant activities and expenses.

## About ProActiveSales

**ProActiveSales** is a business that utilizes over 25 years of experience of working in Corporate and Business-to-Business Sales to offer services that deliver significant benefits to your sales operation. Whether it be assessing your sales operation to look for areas of optimization or actually carrying out sales activities, you can be sure of a professional service that brings measurable returns on investment to your business.

**You can chose from any one or a combination of the following Service Offers:**

- ✓ **Interim Sales/Sales Management**
- ✓ **Sales Training and Coaching**
- ✓ **Sales Effectiveness Assessment**