

Huthwaite Account Strategy Tools

As a sales person you get:

Account Strategy Tools to improve your analytical and planning processes to maximise your success rate in major, complex opportunities. The outcome, more sales opportunities become sales.

E-learning that takes you through the Account Strategy process and helps you use the Account Strategy Tools effectively.

The ability to capture and effectively use the information critical to persuasive selling. This is succinctly presented in the overview screen.

Key Player Maps to help you to identify and influence multiple key decision makers within the sales process, uncovering and influencing their decision criteria.

Competitive Analysis screens to help you to evaluate how, from the prospect's perspective, you compare to the competition. More importantly, it allows you to figure out what to do next.

The Influence Network which provides a powerful visual tool showing which players have power, influence and receptiveness, helping you to plan strategies for reaching them and taking them to the decision point.

The Guidelines Tool which encourages you to check whether those players involved in the decision share the same perceptions and the same decision criteria as each other.

A Balance Model that quickly predicts the likelihood of sales success.

The ability to pull in information from the SPIN® Selling Tools if these are enabled.

An application that runs on your desktop or integrates with your CRM system or contact manager.

The ability to share the information across the team if integrated with the CRM.

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As a sales manager you get:

A tool set that unlocks the potential of your skilled sellers. The integrated version also harnesses the power of your contact management or CRM system.

Information to conduct powerful reviews with individual sellers and with the sales team. Reviews, forecasting and coaching are all more effective.

The most cost effective sales process, toolset and e-learning programmes from the providers of the world's most successful sales skills programme – SPIN® Selling.

An increase in your sales team's ability to apply their skills with confidence throughout the sales cycle. They will be able to maximise account penetration and sales opportunities.

With a CRM linked version you also get:

- A repository of information that aids speedy and accurate progression within the opportunity.
- A tool set that gives sales people a reason to enter information into the CRM system. There is something in it for them.
- Information to help you create powerful marketing collateral.
- Sales intelligence and reports that focus on the areas that make sellers successful.

Technical:

Runs on Windows XP, Vista and Windows 7.

Can be integrated with all major CRM and contact management systems.

Comes with e-learning that introduces sellers to the principals that underpin the Huthwaite Account Strategy programme and shows them how the tools are used.

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To order:

For the individual practitioner

The individual, desktop version of the Account Strategy Tools, including e-learning that explores the Account Strategy methodology and details how to use the tools, is available to buy. Price – £300 + VAT.

This helps individual sales people uncover and capture meaningful data that makes for more persuasive proposals and presentations. The tools also provide a framework for competitive comparison, illustrating relative strengths and weaknesses that are unique to each sale. It prompts to identify and handle potential barriers and concerns that could lose the sale.

For the sales team

As noted above the individual version of the Account Strategy Tools increases individual effectiveness. However, if sharing key information about the opportunity across the sales team is important for team effectiveness, opportunity review or manager coaching then the Account Strategy Tools can be integrated with your CRM or sales automation system. If you do not have a CRM in place then the Huthwaite Team Edition will provide the required connectivity and will give you the ability to share and review the powerful and persuasive sales information. For details on purchasing multiple licences, telephone our enquiry team 01709 710081 or email toolbox@huthwaite.co.uk.