



**Take the Lead® with Proactive Strategic Account Planning.** Increase the impact of business development initiatives with a deep dive into our proven Dimensions of Professional Selling Strategic Selling Plan system. Identify real-world opportunities, craft strategic selling plans, and activate step-by-step actions to realize growth at current customers and through new customer acquisition. In this dynamic, hands-on program, participants come prepared with real customer targets, goals, and background information; they leave with a comprehensive strategic and tactical plan for in-market success.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

## What You'll Learn



### Results-Producing Behaviors

Review core communication models and tools for getting to the heart of customer needs, collaborative problem-solving, building relationships, and achieving mutual success. Learn how to identify and prioritize accounts and opportunities. Discuss the DPS® Strategic Selling Plan framework and its role in generating profitable growth within existing accounts as well as in securing new accounts.



### Next-Level Exploratory & Presentation Skills

Map the structure and process of customer decision making to ensure alignment of offerings with key stakeholder requirements. Master research, interviewing, needs analysis, and process mapping to find white space opportunities and create value. Gain insight into how to manage, organize, analyze, and think critically about customer relationships to develop holistic solutions directly linked to current and future needs and opportunities. Leverage proven frameworks and models to capture, use, and present information in an organized way that proactively advances recommendations that have the greatest impact on achieving customer objectives and mutual success.



### Win/Win Negotiation Strategies

Take a fresh look at the knowledge, skills and attributes that characterize effective negotiations. Learn a strategic framework and supporting tools to advance the negotiation process through preparation, exploration, presentation, and confirmation. Participate in a highly interactive simulation that illustrates the conceptual and tactical elements required to conduct and conclude a mutually beneficial exchange.

More →



## Account-specific Strategic Plan Development

Apply the DPS® Strategic Selling Plan concepts, models, and tools to a real customer opportunity. Establish goals and objectives, identify strategies and tactics, and develop specific action steps, timelines, and responsibilities to achieve both business and relationship success. Leverage the experience, perspective, and skills of fellow participants and Carew facilitators through structured peer reviews and discussion. Embed a common planning methodology, process, and language to ensure consistent utilization of tools and adherence to proven best practices in daily work.



## Capstone Plan & Presentation

The workshop concludes with a final presentation of comprehensive Strategic Selling Plans, along with implementation, monitoring, and corrective action plans. Sales managers and professionals align on the final plan and leave with concrete next steps, feedback loops, and coaching plans at the ready.



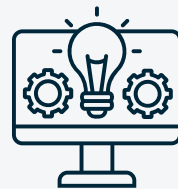
## Program Benefits

- Increased revenue and profit
- Increased win rates, deal size
- Accelerated sales cycle
- Increased sales productivity
- Greater customer acquisition
- Greater account penetration
- Greater customer loyalty/LTV



## Program Highlights

- Client-specific customization
- Proprietary process models
- Capstone plan & feedback
- Energy, interaction, fun
- Participant Certification



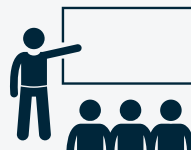
## Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



## Who Should Attend

- Graduates of DPS®
- Sales Professionals
- Sales Managers/Executives
- Account Managers/Executives
- Business Development



## Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



## Program Duration

- Onsite: 2.5-3 days
- Virtual: 1 wk. | Two 2.5 hr. sessions/day