

Large Account Management Process®

Program description

The **Large Account Management Process**, better known as **LAMP®**, is a customer-centric, business planning process for managing your relationships with your most significant accounts. This business planning process provides a road map for strategic customer relationships that have growth potential through the development of long-term plans to guide team selling and customer collaboration efforts.

Modality

 2 days

 2 days

Languages

 American English

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- **Audience:** Sellers and sales leaders focused on Strategic Accounts

 **Train the Trainer certification: 3 Days**

Learning objectives

- Gather account data about key players, revenue history, industry trends, business and organizational issues, and the account's view of you and your closest competitors.
- Identify the strategic players, field of play's trends, field of play's opportunities, your organization's strategic strengths, and your organization's critical vulnerability.
- Determine your position on the Buy-Sell Hierarchy, both from your perspective and the Field of Play's, and where you want it to go.
- Develop a Charter Statement.
- Create Relationship Goals to support the Charter Statement.
- Determine appropriate Focus Investments and Stop Investments.
- Set Revenue Targets.
- Identify the Single Sales Objectives, Investment Programs, information needed, and actions to implement your plan.

Skills

- Expands the service
- Maintains the relationship
- Understands the buying process
- Identifies action planning steps
- Conducts account strategy planning
- Performs critical Data Gathering activities for the account
- Confirms Key Situation Appraisal information
- Manages Implementation of strategic plans
- Determines revenue churn risks