Strategic Relationship Selling for Major Accounts Training Course

28 Sep - 02 Oct 2026
LONDON
5900 € (Per Person)
Ref: #SAL1065_155621

Course Introduction / Overview:

This course is meticulously designed to transform sales professionals into strategic partners for their most valuable corporate clients. In today's complex B2B landscape, transactional selling is no longer sufficient for sustainable growth. Success hinges on building deep, long-term relationships grounded in trust, value, and strategic alignment. This program moves beyond traditional sales tactics to instill a consultative mindset, enabling participants to navigate complex organizational structures, engage with C-level executives, and co-create value that cements loyalty and drives revenue. Drawing upon influential frameworks like "The Challenger Sale" by Matthew Dixon and Brent Adamson, the curriculum emphasizes a proactive approach to identifying client challenges and delivering insightful solutions. Participants will learn to develop sophisticated account plans, master value-based negotiation, and implement strategies for retention and growth. BIG BEN Training Center provides a dynamic learning environment where theoretical knowledge is immediately translated into practical skills, preparing attendees to excel in the demanding world of major account management and strategic relationship selling.

Target Audience / This training course is suitable for:

- Key Account Managers.
- Corporate Sales Executives.
- Business Development Directors.
- Sales Team Leaders and Managers.
- Senior Sales Professionals.
- Commercial Directors.
- Client Relationship Managers.
- Enterprise Account Executives.

Target Sectors and Industries:

- Technology and Software Solutions.
- Financial Services and Banking.

- Pharmaceutical and Healthcare.
- Manufacturing and Engineering.
- Professional and Consulting Services.
- Telecommunications.
- Governmental agencies and public sector organizations.
- Logistics and Supply Chain Management.

Target Organizations Departments:

- Sales and Business Development.
- Key Account Management.
- Customer Success and Client Services.
- Marketing and Product Management.
- Executive and Senior Leadership.
- Commercial and Contract Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop comprehensive strategic account plans to drive long-term growth.
- Identify and map key stakeholders within complex client organizations.
- Master consultative selling techniques to uncover latent needs and challenges.
- Build and nurture strong relationships with C-level executives and decision-makers.
- Articulate a compelling value proposition tailored to specific corporate accounts.
- Employ advanced negotiation strategies for high-stakes, multi-year contracts.
- Proactively manage and mitigate risks within key client relationships.
- Implement effective strategies for upselling, cross-selling, and client retention.
- Utilize CRM systems and data analytics to inform account strategy.
- Measure and report on key performance indicators for major accounts.

Course Methodology:

The training methodology at BIG BEN Training Center is centered on experiential learning and practical application to ensure participants can immediately implement their new skills. This course utilizes a blended approach that combines expert-led instruction with highly interactive and collaborative activities. Mornings will focus on introducing core concepts, strategic frameworks, and proven techniques in relationship selling and key account management. Afternoons are dedicated to hands-on workshops, including in-depth case study analysis of real-world corporate sales challenges, role-playing scenarios for C-level negotiations, and group-based strategic account planning exercises. Participants will receive continuous constructive feedback from the instructor and peers in a supportive environment. The program encourages active participation through facilitated discussions, problem-solving sessions, and the development of a personalized action plan. This immersive methodology ensures a deep understanding of

he material and builds the confidence needed to manage and grow high-value corporate accounts effectively.

Course Agenda (Course Units):

Unit One The Foundation of Strategic Relationship Selling

- The evolution from transactional sales to strategic partnerships.
- Understanding the modern corporate buyer's journey and psychology.
- Core principles of consultative and value-based selling.
- Differentiating between account management and strategic relationship selling.
- Developing the mindset of a trusted strategic advisor.
- An overview of key sales methodologies like SPIN and Challenger Sale.
- Assessing your current relationship selling competencies.

Unit Two Strategic Account Analysis and Planning

- Techniques for identifying and prioritizing high-potential corporate accounts.
- Conducting in-depth research and analysis of target organizations.
- Mapping the client's organizational structure and decision-making unit.
- Performing a SWOT analysis for your position within a key account.
- Defining long-term objectives and key performance indicators (KPIs) for each account.
- Creating a comprehensive and actionable strategic account plan.
- Integrating market intelligence and competitor analysis into your strategy.

Unit Three Building C-Level Engagement and Influence

- Strategies for gaining access to and building rapport with senior executives.
- Communicating value in the language of C-suite leadership (ROI, TCO).
- Conducting effective discovery meetings to uncover strategic priorities.

- Leveraging insights to challenge the client's perspective and co-create solutions.
- Techniques for building a network of champions within the client organization.
- Managing political dynamics and navigating internal resistance.
- Utilizing digital tools and social selling for executive engagement.

Unit Four Advanced Negotiation and Solution Crafting

- Moving from price-based negotiation to value-based negotiation.
- Preparing for complex negotiations with multiple stakeholders.
- Advanced techniques for handling objections and resolving conflicts.
- Structuring proposals and contracts that align with client objectives.
- Mastering the art of collaborative solution development.
- Strategies for securing commitment and closing large, complex deals.
- Post-negotiation best practices for ensuring successful implementation.

Unit Five Driving Account Growth and Long-Term Retention

- Developing proactive strategies for customer success and satisfaction.
- Identifying and capitalizing on upselling and cross-selling opportunities.
- Conducting strategic business reviews to demonstrate value and plan for the future.
- Building a client feedback loop for continuous service improvement.
- Transforming satisfied clients into vocal advocates and strategic partners.
- Measuring Customer Lifetime Value (CLV) and other key retention metrics.
- Creating a personal action plan for implementing course learnings.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of increasing automation and AI in sales, how does the human element in strategic relationship selling evolve to become a company's most significant competitive advantage?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond theoretical sales models to focus on the practical, real-world application of strategic relationship management. Unlike programs that offer a generic overview of sales techniques, this training is specifically architected for the complexities of high-value corporate accounts. Its core uniqueness lies in the deep dive into C-level engagement, providing participants with actionable frameworks for building credibility and influence within the executive suite. We emphasize a consultative, insight-led approach, teaching participants not just to respond to needs but to proactively shape the client's strategic vision, a concept central to modern methodologies like The Challenger Sale. The curriculum is built around extensive case studies and role-playing scenarios that simulate the political and financial intricacies of major account negotiations. This focus on experiential learning ensures that participants leave not with just notes, but with the honed skills and confidence to develop, manage, and grow their most critical client relationships, turning them into sustainable, long-term strategic partnerships.