

# Course : Selling to key accounts

Practical course - 3d - 21h00 - Ref. GCO

Price : 1720 € E.T.

★★★★☆ 4,7 / 5

BEST

Selling to key accounts is a complex business with a specific sales cycle. This training course is designed to help you structure your strategy, draw up your action plan and define your management tools to guarantee the development and loyalty of your key account customers.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Master key account portfolio analysis techniques
- ✓ Gathering and using strategic information
- ✓ Map decision-making circuits and ensure their lobbying
- ✓ Define action plan milestones
- ✓ Define indicators to monitor the performance of your action

## Intended audience

Company managers and sales people wishing to approach strategic sales to key accounts.

## Prerequisites

Experience in B to B sales. Responsible for key accounts.

## Practical details

### Hands-on work

Real-life case studies, tool-building exercises.

### Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the participants' own context.

## Course schedule

### PARTICIPANTS

Company managers and sales people wishing to approach strategic sales to key accounts.

### PREREQUISITES

Experience in B to B sales.  
Responsible for key accounts.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Defining your key account strategy

- Understanding how a key account works. Definition of key accounts. Common characteristics.
- Being a key account manager. Intrinsic qualities and main characteristics. Specific role and approach.
- Map the account. Identify useful information to collect.
- Optimize partner relations. Identify your main competitors.
- Identify targets. Evaluate account potential. Identify "featured" accounts.

### Exercise

Map an account based on given information.

## 2 Understanding decision-making circuits

- Identify your key contacts. Who are the visible players? Who are the invisible players?
- Understand their buying motivations.
- Identify the company's specific needs.
- Distinguish between the two types of individual needs.
- Use purchase triggers.
- Identify their roles and spheres of power.
- Identify the situation of the players involved. Understand the type of power they wield.
- Understand their attitudes to the offer.

### Exercise

Identify the key contacts for your offer and their purchasing motivations.

## 3 Develop a key account action plan

- Write an account analysis sheet.
- Gather and consolidate relevant information.
- Present the account analysis sheet.
- Build an action plan.
- Define the account penetration strategy.
- Prepare for interviews.
- Be aware of the factors that can hinder its actions.
- Working around difficulties.

### Hands-on work

Draw up a business analysis sheet based on the given template.

## 4 Lead actions on key accounts

- Relying on allies.
- Lobbying on the account.
- Define warning signals.
- Research and validate information.

### Exercise

Identify lobbying levers on the account.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## 5 Set up performance monitoring indicators

- Measure sales activity.
- Establish a "milestone" defining the major milestones.
- Measure the probability of success of a deal.

### Hands-on work

Definition of performance indicators in line with the participants' business and commercial model.

## Dates and locations

### REMOTE CLASS

2026 : 27 May, 12 Oct.

### PARIS LA DÉFENSE

2026 : 27 May, 12 Oct.