

## CLIENT MAXIMISATION PROGRAMME: strategic sales & key account & prospect mapping

<b>Approach</b>	2 day active workshop led approach with follow up 1:1 coaching for all delegates
<b>Outputs</b>	Includes; mapping tools, templates, techniques and all materials including slide deck and workbook
<b>Value add</b>	Maximise client potential and create a 'game-changing' opportunity for your business
<b>Summary</b>	<p>Acquiring and retaining new business can be challenging. All businesses have clients with substantial untapped potential, and often tapping into that can transform both client and business profitability.</p> <p>The Northstar People Strategic Solution Sales / Key Account Management &amp; Prospect Planning programme is a great way to maximise potential and create a 'game-changing' opportunity for your business. Our programme is proven to deliver with clients using this now for over 10 years to great success.</p> <p>It follows a simple process that ensures success:</p> <ul style="list-style-type: none"> <li>✓ Design and delivery of your bespoke Client Maximisation masterclass and programme*</li> <li>✓ Provision of all assets and materials in usable soft copy for future use and adaptation</li> <li>✓ Follow-up 1:1 coaching to all delegates providing 3 sessions over 3 months</li> <li>✓ Fully branded option available</li> </ul> <p style="text-align: right;">*Delivered in a 'train the trainer style' with the transfer of all course IP, documentation and support materials allowing you to own the process internally</p>