



road - results oriented account development



by Buki Mosaku

International consultant, highly sought-after speaker and corporate sales trainer

[www.rosacad.com](http://www.rosacad.com)

## road - results oriented account development

This workshop focuses on strategies and techniques for developing, retaining and growing existing clients. We reveal the practical techniques to upsell expanded solutions and how to leverage trigger points such as renewals and mid term reviews. The emphasis is on how to strengthen existing relationships, develop accounts and up-sell additional solutions. We'll hone your or your managers's skills at coaching account managers for higher performance and help your team to identify the opportunities in each account, create a strategic process to maximise opportunities and achieve greater penetration across accounts. The objective: generate new business from existing accounts. The results: immediate and permanent.



Results Oriented Sales Academy  
Training & Coaching  
for Sales Professionals  
www.resultsoriented.co.uk

# road™ - results oriented account development

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## course overview

This workshop is designed to maximise your account development effectiveness and improve your skill at up selling solutions within existing clients.

## who should attend?

Anyone who has responsibility for developing new business in existing accounts.

## objective

This workshop focuses on strategies and techniques for developing, retaining and growing existing clients as well as leveraging key trigger points such as renewals and mid term reviews as opportunities to up sell expanded solutions. The emphasis will be to increase and hone your skills at strengthening existing relationships, developing accounts and up selling additional solutions within existing relationships. You will also learn what you know and don't know about the opportunities and decision makers in these accounts, be provided with a pragmatic methodology for the strategic account development process, identify opportunities for greater penetration across clients and a call plan based on identified opportunities designed to drive new business from existing accounts.

## having attended this workshop you will be able to:

- Learn what you know, don't know and should know about the opportunities and decision makers in your accounts.
- How to use a simple, visual ROAD mapping tool to fully exploit opportunities with key clients.
- Develop and implement a call plan designed to ignite client interests in additional solutions and secure meetings where appropriate.
- Effectively manage the probability of new business in order to increase closure.
- How to use non "salesy" transition phrases to ignite interest in additional solutions.
- How to qualify clients' interest in additional products.
- How to handle client resistance to new product solutions.
- How to proceed with actionable strategies within each account you are attempting to grow.
- How to effectively leverage service in the pursuit of additional business.
- Learn the most effective ways to build and escalate, client relationships to the all important strategic partnership status.
- Fend off the competition, hold on to accounts and expand their value over time.

## course style

This course is highly interactive and participative and will provide opportunities for Account Managers and sales people to apply workshop methodology using role play, actual accounts, and develop action plans designed to increase penetration of key accounts.

## course duration

1 day workshop.

## number of participants

8 - 12.

## pre-workshop requirements

Please bring a list of 5 major accounts with growth potential to the session.





International Franchise Association  
The Franchise 500®

## road<sup>TM</sup> - programme agenda

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9:00 a.m	Welcome ROAD Principles - Stirring Things Up!  4 Phases of a Relationship -The Client Perspective Making Noise Identifying key clients ROAD Mapping Action Steps Developing a Call Plan  Up selling Transition Phrases Creating the flow Pre-Meeting/Pre-Telephone Meeting Planning
1:00 p.m	Making your meetings Count Key Account Selling Networking Accounts and Referrals SMOP-Strategic Management of Prospects Simple Retention Strategy Action Planning  Action Steps and Targets
5:00 p.m	Conclusion



## about your trainer – Buki Mosaku

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Buki Mosaku is the founder of Inquire Management and Results Oriented Sales Solutions a corporate development and sales training consultancy. He has trained thousands of sales people of all levels working with companies such as Royal Dutch Shell, Motorola, Arkadin, Aviva Investors, GLG Partners, Marsh, Willis, Prime, Fidelity, Gartmore, Threadneedle, Marsh, Heath Lambert, Locktons, SBJ, Alexander Forbes, AON, Goldman Sachs, JP Morgan, Morgan Stanley, HSBC, Dun & Bradstreet, Lloyds TSB, Standard Life, Fidelity International as well as mid-market and start up companies across Europe, Asia and Africa.

He is the author of Fast Track-7 Steps to Generating More Prospects, Closing More Sales and Growing Existing Business, ROAM™ - Results Oriented Appointment Making, Coaching Strategy for ROAM™ workshop, ROAR™ Results Oriented Accelerated Referral System, ROSS™ - Results Oriented Selling Skills, ROSM™-Results Oriented Sales Management, Coaching and Development for TSS™ workshop and PETS™ - Peak Efficiency Telephone Selling Skills audio programmes. He has also appeared in the Times and regularly appears as a guest on BBC radio sharing his views on sales, business development and staff motivation.



"Buki's training was delivered energetically and enthusiastically and was enjoyed by all participants. His approach helped provide focus and structure to the team's activities leading to the progression of a number of leads".

Nicholas Birchall Head of UK Defined Benefit Client Relations



"Arkadin have utilised Buki Mosaku's unique training programme on several occasions, he has an inspirational style and a sales methodology that has an immediate impact on the sales performance and energy of the team... this in turn generates increased revenue and improved results. Leo Ripley, UK Sales Director, Arkadin



Buki Mosaku is a credible trainer-he deals with real situations. Very practice...targeted focused training

Mark Browning, MD Production ITN



"...The team were really impressed and pleased... This has helped the team tackle the subject matter with more vigour and confidence. Some simple yet helpful techniques...we're positive that the results will continue."

Laurence Smith | Senior Client Manager  
AON Limited | Private Clients



"Many thanks again for a great session really enjoyed it - some very helpful tips...for the Account Managers - look forward to the next sessions!!"

Myra Lyons, Senior Account Manager, Digital Look



"Feedback was excellent....was very impressed"

Keith Tracy - Chairman Global Professional Services Practise Group, Finex



a Morningstar company

I thought I would drop you a short note to say thank you for a most enjoyable course last week. I have been on many training courses over the years but I have to say yours was quite inspiring. Charlotte Phillips, Senior Account Director Hemscott IR



## MARSH



"Just wanted to say thank you for the training that you undertook for my team last week - feedback has been really good from the team ..." Tracy Ashton, Head of Client Services, Commercial



"...Mr Mosaku is an excellent trainer... the delivery was outstanding. This has meant a definite positive impact in sales performance and improves margins..."  
Nik Patel, Head of Sales - Motorola Govt & Enterprise Business Middles East & Africa



"Just a short note to tell you that Ian...just got 5 Referral's out of a call with the xxxxx Building Society!!! -Setting the pace for the review in October".  
Gary Smith, Business Development Director, Aon- Corporate Risk



I have used Buki Mosaku a number of times over the last few years; both for one-on-one coaching and for group training sessions. On each occasion I have found him to be highly effective and to have met and exceeded the objectives we agreed with him...

I am happy to say that Buki has not only significantly improved the results I have achieved whilst working with him, but helped me (and my team) develop skills that can be used time and again, in all walks of life, to achieve the results that we want.

Matt Surfleet Head of Account Management



We have used Buki and Inquire Management many times over the past few years. Buki's energy and delivery style makes his training so effective. His enthusiasm and belief in the knowledge he imparts has an amazing impact on those he trains. His preparation prior to training sessions is second to none and execution slick, fun and powerful.

Karen Barnett, Human Resources Manager – Old Mutual Asset Managers (UK) Ltd