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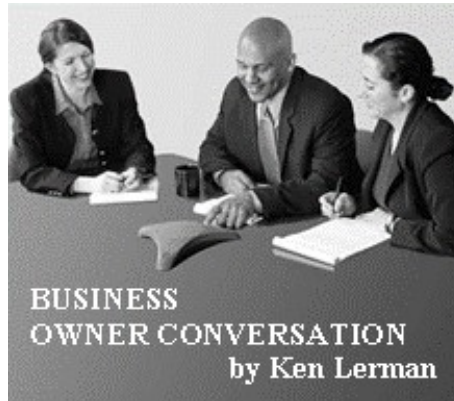
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Collaborative Selling: Account Business Reviews

We continue our focus on Collaborative Selling and on building current and relevant customer relationships. Annual Account Business Reviews are targeted to build and promote "Purchase Trust" and clarity in the perceptions purchasing agents and buyers have of you, and in turn providing you, the seller, productive, key insights into their business.



- In an ordered strategic presentation, discuss the solutions and the business value you've brought your customer or client over the past 9-12 months.

Account Business Review Presentation Outline

I've prepared a recommended presentation review outline. It can be modified to fit you and the specific client relationship.

Following a cordial conversation begin –

"Ken, thank you for giving me this time to listen and learn more about your business. I'm not here to sell today – I'm here to listen and learn from you. To get us going, I'd like to briefly review what you and I have accomplished over this past "most interesting year."

Here is what we did together in 2010.

Here are our successes.

Here's where we jumped through the hoops.

Here's what didn't work.

Here's where we dropped the ball.

Here's how we fixed it. Good, huh?

Now on to the following year 2011

Ken, how can I perform better for you in 2011? – Specifically, let's discuss

Just prior to your clients' annual planning period, as they begin thinking through their next year's business activity, objectives and budget forecasts, ask for a forty-five minute meeting – in their office, preferably in the morning – then take them to lunch and have them tell you how happy they are with their government.

Account Business Review Agenda

You do not sell at this meeting.

You are holding this review to secure their agreement and their acknowledgement of the value you have brought them this past year. You are merchandising and promoting the added value your relationship brings to their business. Without this review, you may not be given the credit and customer support you and your business have earned during this past year. I call it "slapping your customer" with your added value.

- Review this past year's business activity
- Share with one another your estimates and forecasts for next year's business activity and objectives

What might we be able to build into our relationship that will assist

your performance?
or your customer's performance?

Here's what we have coming in 2011 that will provide you new and additional value and benefits.

What do you have coming in 2011 that will give your customers greater value and/or improve your effectiveness and efficiencies (i.e. business performance)

What might I assist you with here?

Ken, in 2011, here's how we can

- save you money
- make you money
- save you time
- make buying from us more convenient for you
- make buying more secure for you and give you greater peace of mind

Prior to the Account Business Review, you might prepare yourself with some due diligence.

- Know the company, their products and locations.
- Know their key customers and how your customer goes about satisfying the needs of their customers.

Summary

You are demonstrating your value, care and interest in your client's business and your business relationship just by asking the above questions.

You are gaining, confirming and solidifying your client's "Purchase Trust" of you and your solutions. You will be a better, more knowledgeable supplier and resource for your customer.

You have also established and outlined the beginning of a 2011 selling strategy and plan for this client.

Good luck and good selling!

I am for business,

Ken Lerman

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