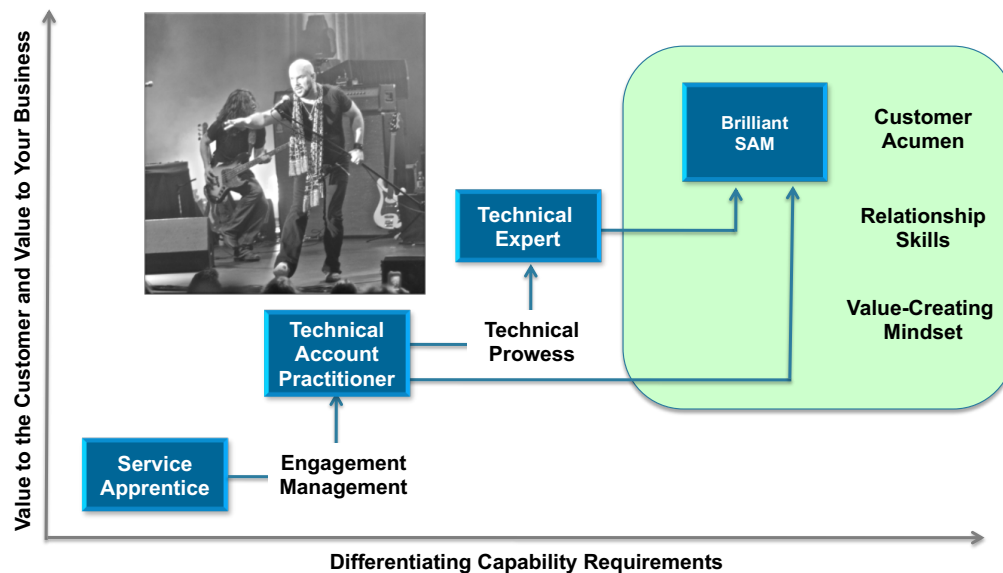# Brilliant Strategic Account Management Training for Frontline Services Pros

Valuable for all post-sales, customer-facing personnel dealing with your organization's key accounts (CSMs, TAMs FSEs, PS Consultants, Resident Engineers)

Three, Three-Hour Sessions Over Three Consecutive Days, Virtual Instructor-Led Training

These highly interactive sessions focus on the vital skills and critical tools required to:
Make you indispensable to your most important customers

Brilliant SAMs: The New Corporate Rock Star

Class participants will learn the mindset and knowledge, skills and strategies, tools and techniques, required to think and act like a brilliant strategic account manager (SAM).

- Build trust-based relationships with key customers.
- Speed product usage through powerful onboarding.
- Reduce churn and retain 95% of key accounts.
- Influence with integrity to grow the business.
- Create great referrals and WOM.
- Build competitive advantage.

From Frontline Technical Pro to Brilliant SAM

REACTIVE	✚	PROACTIVE
TACTICAL	✚	STRATEGIC
CONTROL	✚	COLLABORATE
VALUE ADDER	✚	VALUE CREATOR
TECHNICAL ACUMEN	✚	CUSTOMER ACUMEN
PROFESSIONAL TRUST	✚	PERSONAL TRUST
GOOD COMMUNICATION SKILLS	➡	GREAT COMMUNICATION SKILLS

Agenda: The Marvelous SAM Opportunity

- Module One: Transition from a Frontline Technical Pro to a Brilliant SAM
- Module Two: It's All About Trust
- Module Three: Building Customer Acumen
- Module Four: The Four Core Relationship Skills
- Module Five: Influencing with Integrity
- Module Six: Strategic Account Management Tools
- Module Seven: Putting It All Together
- Developing Personal Plans of Distinction

Readiness for Change Analysis:
Willingness and Ability
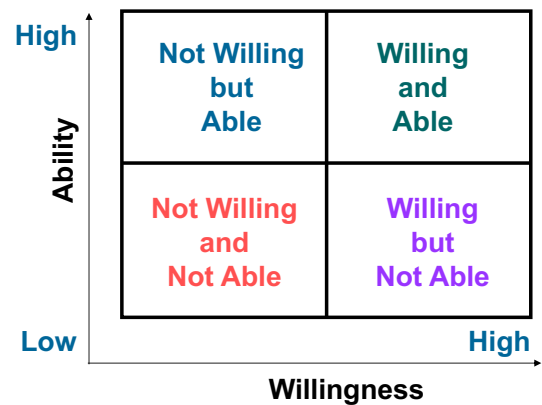
A Few of Our Clients

"Alex is an exceptional instructor. Learned a lot of helpful stuff that will help me in day-to-day tasks."

Gabriel Sicouret
Technical Account Manager
Zscaler

"Great course with a knowledgeable and passionate instructor."

Kemel, Blue
Security Solutions Engineer
VMware

"I really appreciate this class and Alex's unique perspective. He wasn't just running through the material; he's had years of experience to cultivated the ideas and knowledge presented in the course."

Aaron Clark
Customer Success Specialist
Nvoicepay

"I loved taking time to focus on soft skills. I ended up with some great takeaways and goals. Thank you!"

Bill Ahistrom
Resident Engineer
Juniper Networks

About Your Trainer

James "Alex" Alexander has a doctorate in Human Resource Development, and after a dozen years in corporate life (many of those years acting as a SAM) has spent the last 28 years helping companies become brilliant services businesses. He has written five research studies, five books, and spoken, consulted, and trained in 25 countries. Training sessions he has led over the last decade average 4.83/5.0 in participant satisfaction. He has been a long-time business partners with Service Strategies.

Research Based…Field Proven
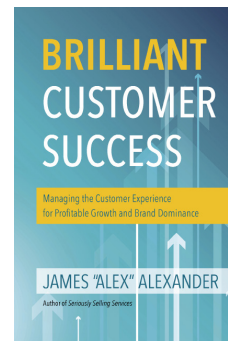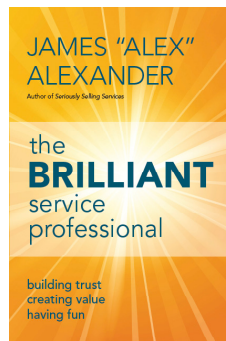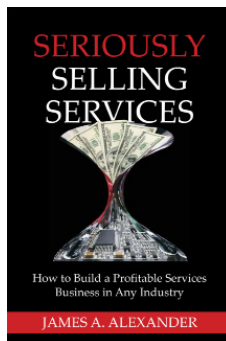
Considerations

Tailored Versions

Yes, the fundamentals of SAM are relevant to all those tasked with guarding and growing great business with important accounts, whatever their title, e.g., TAM, or CSM, or FSM, etc. However, each role has differences in priorities, emphasis, and the appropriate terminology. Therefore, we offer SAM training specific for CSMs, TAMs, and FSEs.

Customization

Each training session is further customized to the specific issues and needs of the client, emphasizing topics of most importance and minimizing/eliminating topics not considered critical. Client-developed situations and scenarios will be used to further target the training to add relevance and increase the transfer of learning from the classroom to the job.

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