VISUALIZE™

ValueSelling Account Management

Workshop Overview

A two day, instructor-led course preceded by approximately four hours of self-study pre-work, the ValueSelling Account Management (VSAM) course is designed to accomplish two critical tasks: sharpen each participant's business acumen through an improved understanding of key financial statements; and institute an account management process through the VSAM workbook and associated templates. Pre-work for the VSAM instructor-led training includes access to eExecutive ValueSelling, an online course that provides participants with a base of business acumen in order to understand the financial performance of a company and uncover potential business issues that can be linked to your solution set.

VSAM leverages the ValueSelling Framework through the use of a common set of terminology and templates, including the QP Formula® and ValuePrompter®. The process is then expanded and applied to the account management process to review the key components involved with managing strategic opportunities.

Four key components of the VSAM process include:

- Account Profiles – Examining the organizational structure of the account, the key individuals, the reporting relationship between these key individuals, and the roles these (and possibly others) play in your selling efforts
- Business Analysis – An understanding of the financial health of a company and uncovering potential business issues that can be linked to your solution set
- Opportunity Planning – Developing a list of your opportunities at a summary level and then analyzing those key opportunities for product/services, timing, and required resources
- Opportunity Review – Assessing the status of opportunities that are currently underway to determine where "gaps" may lie in your knowledge and then develop action plans to address any missing components

Participants are expected to complete some sections of the VSAM workbook prior to attending the instructor-led training. The classroom content will both review the materials participants bring with them, and also complete the remaining sections of the VSAM workbook.

Expected course outcomes include:

- Establish a base of business acumen to understand business opportunities and identify potential business issues
- Develop account plans to track opportunities and coordinate sales resources
- Assess current opportunities for gaps, and develop specific action plans to address

Visualize for ValueSelling | Copyright ©2007-2025 by ValueSelling Associates, Inc. | Creators of the ValueSelling Framework®