

Training

Duration: 2 days

Training

The art of complex sales

Audience

Sales Managers, Business Managers, KAM (Key Account Managers), Global Account Managers, Customer Success Managers, Sales and Marketing Directors, or any person involved in the selling process (back office, pre-sales teams, experts...).

Course objectives

- Build a large account development strategy
- Set up action plans to implement the strategy
- Identify the decision-making process
- Develop value-based proposals
- Roll out efficient prospection campaigns
- Define the relevant account strategy for key clients or prospects
- Optimise the account qualification process
- Efficiently qualify key decision makers
- Select the most appropriate sales tactics vs. the competition

Course means

- Senior sales performance & digital marketing consultant and certified trainer.
- Remote or in-person training.
- Maximum group size: 8 participants.

Course cost

€4,300 VAT excl.

Course content

Mapping Key Contacts Within Strategic Accounts

Participants work on a real, strategic account. The first step is to map the organisation and reconstruct the decision-making process in order to pinpoint key stakeholders and influencers. Org charts are rebuilt by cross-referencing corporate websites and conducting advanced LinkedIn searches using Boolean operators. Before any prospecting begins, participants' LinkedIn profiles are fully reviewed and optimised to ensure maximum credibility, visibility, and reach.

Hands-on workshop: Participants optimise their LinkedIn profiles, identify five priority contacts within the selected account, and—when contacts are already known—assess their level of influence using an interactive online scoring tool.

Identify the client's critical business issues

Participants research the most recent strategic developments of their selected account. This includes analysing publicly available information such as budget orientations, KPIs, and short- to mid-term business priorities. In an increasingly volatile market environment, this step is crucial: many organisations have radically reshaped their strategies in response to unexpected, high-impact challenges.

Hands-on workshop: Identify at least one major business issue currently impacting the selected account.

Building an unbiased competitive landscape

To benchmark competitors effectively, participants adopt the client's point of view. The objective is to identify both explicit and implicit buying criteria. Using an online scoring tool, participants build a weighted competitive benchmark based on context, interest, and accessibility. This leads to a structured go / no-go decision on the qualified opportunity and the definition of a clear account strategy, consolidated in an online dashboard.

Hands-on workshop: Create a competitive benchmark for the selected account and perform a go / no-go analysis.

Writing a High-Impact Cold Email

Participants craft a concise, five-line outreach email targeting the key contacts identified within their selected account. The facilitator provides proven guidelines designed to achieve open rates ranging from 20% to 60%. This email serves as the first building block of a strong value proposition, grounded in the insights gathered throughout the programme. The session concludes with a review of the next steps required to launch an effective prospecting campaign.

Hands-on workshop: Draft a cold email tailored to targeted prospects.

Tools and documents

- Online self-assessment and simulation tools.
- Methodological tools customised to the participants' real-life accounts.
- Facilitator's personalised feedback.
- Online quizzes.
- Online training summary documents.

Just a word about the trainer

With over 35 years of professional experience, the trainer brings deep expertise in sales, marketing, and leadership. A business school graduate, he has held multiple senior roles within international organisations, covering product management, key account management, sales leadership, and global marketing.

He later led a major European digital transformation initiative before dedicating his career, since 2009, to supporting large corporations and SMEs across more than 20 countries, helping them address complex sales and marketing challenges through practical, results-driven training.

Pierre-Olivier (known as “PoP”, his initials) founded Pentalogy in 2011, a consulting firm bringing together a team of highly skilled, sharp-minded experts who do serious work without taking themselves too seriously. Today, Pentalogy is a trusted partner in sales performance and digital marketing for several major investment funds.