

KEY ACCOUNT STRATEGIES

**Transactional vs
Consultative Selling**

**Introduce The Key
Account Planner**

**Set Your Key Account
Sales Objective**

**Build & Strengthen
Key Stakeholder
Relationships**

**Assess the
Competitive
Challenge**

**Review Factors &
Construct Your
Strategy**

Initiate Action Plan

**Develop a Long-Term
Vision for this Key
Account**

**Your Final Key
Account Planner
Presentation**