

## publishing portfolio

# Account and Territory Management

The role of the publishing sales representative is changing. The growth of the online sales channel and the consolidation of booksellers into the major chains have fundamentally changed the dynamics of the relationship between the publisher and the trade channel.

This course explores the changing role of the publishing sales representative and provides the tools for them to regain their core role as the manager of the company's turnover in their territory.

**Account and Territory Management** enables the learner to:

- Manage the company's business within their territory effectively by understanding the changing nature of their role
- Become a trusted and valued source of advice for customers
- Prioritise their customers and organise their time to drive growth in the different channels
- Increase sales by adapting their approach to suit the buying style of each customer
- Broaden the relationship with the account by developing multiple relationships within the shop or wholesaler
- Develop special relationships with customers to gain a deeper understanding of local needs and secure a higher profile for their company's titles
- Take greater responsibility for managing effective prioritisation and planning



An annual license to **Account and Territory Management** provides an entire sales team with year round access to this unique learning resource.

### Learning outcomes

#### The role

- What is my role?
- How is my role changing?
- How can I succeed in the future?
- What is a trusted adviser?
- What service should I provide customers?
- How do I work with colleagues?
- What should I expect from my customers?

#### Territory management

- How should I prioritise my customers?
- How should I organise my time?
- How do I drive growth in the channels?

#### Understanding buyers

- How can I understand my buyers better?
- How does the buying process work?
- Who should I know within each account?
- What relationships should I develop?

#### Planning and objective setting

- What should I do before I start to plan?
- What does the company want me to do?

- How do I write good plans?
- How do I write good objectives?
- How much detail should I plan?
- How do I achieve my objectives?

#### Developing accounts and growing sales

- What are special customer relationships?
- How can questioning help me sell more?
- How do I negotiate a sale?
- How do I close a sale?
- How do I raise the company's profile?
- How do I manage my territory?

#### Target audience

This course is designed to appeal to all publishing sales professionals as they have to adapt to their changing role.

#### Additional services

**Blended learning:** ½ day workshops available.

**Tailoring:** include your examples and issues.

**See also:** *Principles of Consultative Selling, Conversations with Customers, The Consultative Sales Process, Negotiation Skills for Sales People, Customer Service, The Internal Sales Person.*