

MAPS™

A Methodology for Enterprise Account Development



Redline MAPS™ is an account planning methodology designed for companies engaged in selling complex value propositions or higher-value enterprise solutions to large organisations. It is aimed at those organisations whose solutions can be deployed in more than one departmental area, can solve more than one business problem, or have the potential to be rolled out to larger user bases.



The Redline Major Account Planning System (MAPS™) comprises a practical and common sense approach to building an account-specific sales strategy, and then executing against the resulting action plan. The methodology is based on real world experience, and supports the evolution over time of account knowledge and account circumstances.

The Major Account Planning System incorporates a range of account planning and development tools, such as Account Maps, Opportunity Development Maps and Sales Action Plans. These are designed both to organise account knowledge into a formal structure and to reveal new selling opportunities. These elements support the strategic account objectives defined at the start of the workshop.

Accelerate your growth

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The workshop includes:

- Setting account objectives
- Developing Strategy
- Using the MAPS™ Information Template
 - Recording existing account knowledge
 - Developing the Account Maps
- Understanding business drivers
- Profiling Buyers
- Developing a Research Plan
- 'White space' opportunity analysis
 - Business Problem mapping
 - Opportunity vs. Cost analysis
 - Prioritising sales opportunities
- Building an account Action Plan
- Paths to Power & Spheres of Influence
- Organisational Politics
- Multi-level selling issues
- Driving longer-term relationships
- Account marketing initiatives
- Sharing, Monitoring & Updating progress

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The MAPS™ workshop establishes a structured process for the whole sales team to create account development strategies and to share a common language during team planning and progress review.

During the MAPS™ 2 day workshop, each delegate will use one of their active target accounts as a study example, thereby providing an immediate return on investment. The methodology delivers outputs in the form of sales actions aligned to strategic account objectives, which means that sales people achieve the impetus to put the account plan into practice straight away and are able to gain sales momentum quickly.

Using the MAPS™ Major Account Planning methodology, account executives will be able to:

- Analyse their current orientation within an account
- Understand more fully the total account revenue potential
- Prioritise where to invest sales time to maximise opportunities
- Better qualify the importance of key individuals
- Assess the decision criteria in play
- Quantify their progress against a standard format

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MAPS™ is a 2 day course

All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

Call us on **01428 641001** or find out more at www.redlineassociates.co.uk

