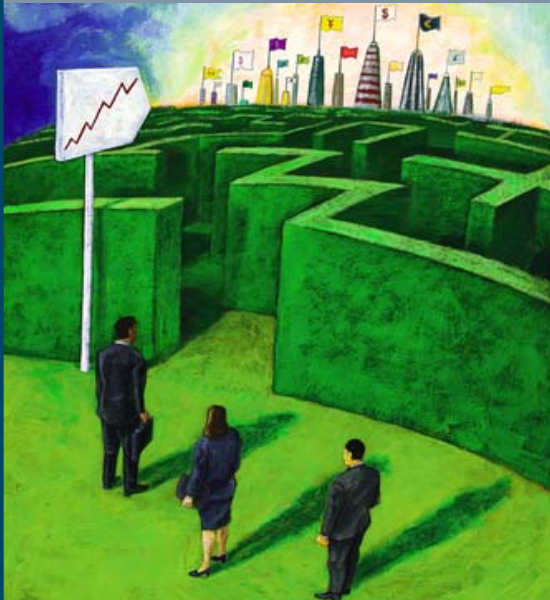


Strategic Account Management Workshop

Best Practices in Account Management Execution



"The downturn is making it tougher than ever to make a sale. The companies you serve are slashing budgets. Senior executives—not the managers you've traditionally dealt with—are now the decision makers. But you can motivate those executives to allocate funds for your offerings....Provocation-based selling helps customers see their competitive challenges in a new light that makes addressing specific painful problems unmistakably urgent."

"In a Downturn, Provoke Your Customers"
Harvard Business Review, March 2009

WHAT OUR CLIENTS SAY...

"Critical Path Strategies has helped our sales teams create winning strategies for our key accounts. In only a few months, our enterprise account teams have generated revenue in excess of 88 times the cost of the initial CPS engagement."

-Director of Sales Training

"Reshaping a company's business values is a monumental task. CPS helped us chart a new course with renewed, company-wide enthusiasm."

-Senior Vice President, North American Sales

"After working with CPS, our company ended the sales year at 154% of our objective."

- Sales Team Leader



Critical Path Strategies believes the intensifying dynamics of today's marketplace require an **active, creative, and deliberate approach** to customer acquisition and retention. One in which the seller helps the customer find investment funds even when discretionary spending has dried up. One that we've espoused for years.

Account Management Execution Gives You a Competitive Advantage

Customers expect sellers to have intimate knowledge of their company's activities and direction, and to have broad knowledge of their company's overall capabilities—in order to serve their interests. As one of our clients put it, "I want my selected supplier to know the value opportunity before I know it. They win by knowing what I need."

As sales consultants, Critical Path Strategies actively looks for problems that challenge our clients and persuades them to think differently about them and how to address them. We can help you do that, too.

CPS' **Strategic Account Management** methodology grounds you in your customers' difficult business situations brought on by this economic downturn. During this high-level engagement, you will use the proven methods of the top 1% of sales professionals to learn how to:

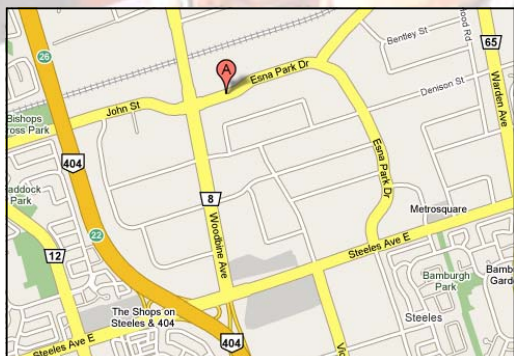
- **Identify your customer's critical issues.** What unacknowledged or poorly understood problem jeopardizes your customer's ability to compete?
- **Formulate how your customer should view these high-impact issues.** Develop an original point of view about how your customer can effectively deal with them.
- **Win support for solutions you bring to the table.** Clarify the challenge, demonstrate knowledge of your customer's current approach, and present well-supported remedies to compel investment outside existing budgets.

At times like these, sales executives cannot afford to waste critical resources, investments, or time. Training your sales professionals to have customer-first conversations and articulate value in the context of their customer's business challenges generates value for both parties.

Can your sales organization adapt? Fast enough?

Workshop Date:
August 26-27, 2009

Workshop Hosted by:
Tyco Electronics
20 Esna Park Drive
Markham, ON L3R 1E1, Canada
Main Phone: 905.475.6222



Workshop is 8 am–5 pm daily
for 2 consecutive days

Contact Joanne Poirier for further
information and registration details.

*“The CPS planning process is the silver bullet
that all sales reps hope for. It’s where the
magic is.”*

-Account Team Leader

Representative Clients

- Atlantic Cat
- BMC Software
- Burntsand Inc.
- CIO Executive Council
- Cisco
- Fluor
- Hewitt Equipment
- IBM Corporation
- Jacobs Engineering
- National Oilwell Varco
- Nortel
- Straumann
- Tyco Electronics

Attending CPS Canada’s Strategic Account Management Workshop allows you to observe and participate in the CPS process and methodology. It also provides an opportunity for you to interact with your peers to discuss critical selling organization challenges in today’s environment.


In the meantime, *please take our web-based Account Management Execution Assessment*. It will help you baseline your selling organization’s performance to observed and documented best practices in Account Management Execution. It identifies critical gaps in the management of your company’s most important accounts.


Measure your Account Management Execution online at
<http://www.cpstrategy.com/ame.htm>

Sales Best Practices for a Changed World

- Align your company’s key strengths and core competencies to your customer’s critical needs
- Grasp the ever-changing decision-making process
- Resolve inconsistent approaches to your most valuable customers
- Improve communication of sales team members to articulate and deliver enterprise solution benefits
- Identify and validate opportunities with the highest potential
- Create high-value executive relationships
- Develop detailed strategies and working plans for a major account
- Reach a higher value conclusion for your company and your customer

ABOUT CPS. Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.



Joanne Poirier 
Principal

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