



## Sales and Account Management

Selling is hard and only getting harder.  
Customers call later in the buying cycle.  
Procurement is more sophisticated.  
Customers demand discounts.  
Competitors never stop.

Vantage Partners works with the world's leading Sales and Account Management organizations to address these challenges and drive measurable results in and build sustained capability for:

- *Negotiating complex deals with Procurement*
- *Strategic account management*
- *Value-selling*
- *Selecting, structuring, and managing go-to-market partnerships*
- *Building innovation-focused customer partnerships*
- *Introducing new pricing and managing discounting*
- *Managing and responding to RFPs*
- *Cross-selling*

Our work is built upon the core principles for successful relationship management that we developed at Harvard, and enshrined in *Getting to YES*, our decades of experience consulting and training Sales leaders and organizations of F500/G1000 companies, and the deep customer insight gathered from our Procurement and Supply Chain advisory work.

**vantage** partners

# Negotiation Collaboration Innovation Transformation



## Key services and offerings

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### *Vantage transforms organizational sales capability by:*

- Designing and implementing strategic account management programs, sales processes, tools, playbooks, and guides
- Training sales teams on customer negotiation and value selling strategies, strategic account management, sales leadership and teamwork, and internal stakeholder engagement
- Delivering strategic insight through extensive experience, research, and customer-backed diagnostics on customer retention and growth; customer segmentation and coverage, go-to-market channel and partner selection; and introducing and positioning new products and pricing to key customer segments

### *Vantage strengthens individual customer relationships by:*

- Driving results through hands-on advising and coaching on complex sales, RFP responses, and negotiations
- Working with teams to conduct strategic planning on growing and managing top accounts and improving relationships with key customers
- Planning and execution of joint value discovery and innovation sessions with customers
- (Re)Launching and turning around new or underperforming go-to-market partnerships

## Illustrative examples of Vantage Partners' projects

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### *Transforming organizational sales capability*

- Worked with a leading technology company to redefine their sales process and transform the sales force's value-selling capability to minimize discounting and optimize the quality of their deals
- Launched the strategic account management organization of a major medical device company with a newly defined structure, processes, tools, and plans for engaging and governing accounts with annual revenue between \$2-6MM, leading to significant growth opportunities and deeper executive-level relationships
- Developed a cross-department cross-selling process for a global IT Client. Within the first quarter of implementing this collaborative approach, the client signed multiple major new customers with even broader longer-term opportunities.
- Worked with an international pharmaceutical company to improve negotiated market access outcomes by developing their negotiation skills, equipping them with a stakeholder management toolkit, and advising them on high-value pricing and reimbursement negotiations
- Developed a fee negotiation preparation tool and trained Partners at a Big Four accounting firm. Partners reported an aggregated bottom-line profit increase of over \$42MM in a single year after applying the tools and training from the program

### *Strengthening individual customer relationships*

- Worked with account teams servicing major oil and gas customers to jointly identify new opportunities for innovation and value creation through joint value discovery workshops
- Worked with the strategic account teams of a global semiconductor supplier to define account goals and strategies, map customer relationships, and sell >\$500MM volume purchase agreements
- Developed a value-based response to a \$50MM RFP from a newly formed regional buying group of the client's customers. Following the successful defense, the client not only retained its regional customer base, but their customers increased their commitment, signing a multiyear deal for over \$60MM, and taking away share from their biggest competitors.
- Developed and implemented a strategy to move a major, high potential account away from a transactional, cost-driven orientation, to an appreciation of the value that the client could deliver through long-term strategic bundled solutions
- Worked with a leading high tech company to define new customer solutions; select and structure partnerships required to develop, sell, and deliver them where they lacked capability; and launch and manage these partnerships over time

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### About Vantage Partners

Vantage Partners, a spin-off of the Harvard Negotiation Project, is a management consulting firm that specializes in helping companies achieve breakthrough business results by transforming the way they negotiate, and manage relationships with, key business partners. To learn more about Vantage Partners or to access our online library of research and white papers, please visit [www.vantagepartners.com](http://www.vantagepartners.com) or contact us [info@vantagepartners.com](mailto:info@vantagepartners.com).