

Category

Commercial Excellence

Key Account Sales Negotiation & Deal Coaching Playbook

Coaching your best reps' biggest deals with the same rigor you'd apply to a first-year rep's first deal

- Practitioner
- Intermediate
- Template Included

- Administrator
- 04 December 2018
- 3 minute(s)

Overview

A framework for key account sales negotiation and deal coaching — structured deal review and coaching specifically for high-value negotiations, avoiding the common assumption that senior sales reps handling key accounts need less coaching oversight than junior reps, when the stakes of key account deals often warrant more structured support, not less.

Don't experienced reps handling key accounts need less coaching

oversight than newer sales staff? Experience matters, but the stakes of key account deals — larger revenue impact, more complex negotiation dynamics, longer-term relationship consequences — often warrant more structured coaching support, not less, even for experienced reps, since the cost of a suboptimal key account negotiation is proportionally higher.

What does structured deal coaching look like specifically for

high-stakes negotiations, beyond general sales coaching? Pre-negotiation strategy review, mid-negotiation check-ins for complex multi-stage deals, and post-negotiation analysis specifically focused on high-stakes negotiation dynamics — concession strategy, stakeholder mapping, competitive positioning — distinct from general pipeline coaching.

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more complex negotiation dynamics, longer-term relationship consequences — often warrant more structured coaching support, not less, even for experienced reps, since the cost of a suboptimal key account negotiation is proportionally higher." } }, { "@type": "Question", "name": "What does structured deal coaching look like specifically for", "acceptedAnswer": { "@type": "Answer", "text": "high-stakes negotiations, beyond general sales coaching?\nPre-negotiation strategy review, mid-negotiation check-ins for complex multi-stage deals, and post-negotiation analysis specifically focused on high-stakes negotiation dynamics — concession strategy, stakeholder mapping, competitive positioning — distinct from general pipeline coaching." } }] }

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