

How to Gain Preferred Supplier Status



Course Overview

We can sell a product, or we can sell the idea that we are a Preferred or even the Sole Supplier. The choice is ours. One of the best ways to beat competitors is at the political level. Instead of just selling our product, we sell a policy change. We sell the idea that we should be the supplier of choice in our area. The course is broken down into five units:

- Unit 1 - What Does The Term Preferred Supplier Mean?
- Unit 2 - How To Gain Preferred Supplier Status
- Unit 3 - The Commitments
- Unit 4 - The Big Hairy Audacious Goal
- Unit 5 - The Laws of Account Management

Duration

75 – 90 minutes

Learning Outcomes

By the end of the course you will be able to:

- Differentiate between deal selling and account management and how this relates to gaining preferred supplier status.
- Define the different types of preferred supplier
- Understand when and why prospecting within the account is important to gaining preferred supplied status.
- Determine the commitments that you need to get from your prospect to achieve preferred supplier status.

- Understand the importance of having a holistic goal and linked vision when planning a big sale.
- Determine the areas that an Account Manager needs to work on to develop an account.
- Review your own accounts to ensure that you are delivering customer value.

More about the Course

The arguments needed to sell the product are very different from the arguments needed to sell a policy change. And the commitments are also very different. Not only do they buy the product but they put us in their internal buying catalogue or they sign a long term exclusive contract. Preferred Supplier status comes in various shades. We can be a Qualified Supplier, an Approved Supplier, a Preferred Supplier or even a Sole Supplier. We can work our way up this ladder. Just winning a few sales is not enough to earn this right. We need a track record of good service and we need to sell this policy at a higher level. In this course we lay out how to move away from a mere product/service sale and towards the more inclusive policy sale.