MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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MAJOR ACCOUNTS SELLING - NEGOTIATING AND WINNING RFPS

"Master the Art of Winning High-Value Clients through Strategic Selling and Effective RFP Negotiation."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Major accounts are the backbone of sustained revenue and business growth. Winning and retaining these clients requires more than traditional sales skills — it demands a deep understanding of client needs, strategic relationship management, and excellence in responding to complex Requests for Proposals (RFPs). This course provides participants with the tools, strategies, and techniques needed to negotiate successfully, build credibility, and win competitive bids in today's fast-paced B2B environment.

Objectives

By the end of this course, participants will be able to:

- Understand the dynamics and decision-making process in major account sales.
- Develop strategies to identify, target, and qualify high-value clients.
- Analyze RFP requirements to align proposals with client priorities.
- Build persuasive value propositions that differentiate your offer.
- Apply effective negotiation techniques to close large and complex deals.
- Manage the long-term relationship cycle to ensure customer retention and growth.

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Why Attend

Winning major accounts can transform a business — but it requires a strategic, systematic approach. This program equips you with practical tools and real-world insights to confidently respond to RFPs, present compelling proposals, and negotiate profitable contracts. Whether you're competing for government tenders or corporate contracts, you'll learn how to stand out and win consistently.

Target Audience

This course is ideal for:

- Sales Managers and Key Account Managers
- Business Development Executives and Directors
- Marketing and Proposal Managers
- Project and Tender Managers
- Anyone involved in large account acquisition or RFP processes

Individual Benefits

- Gain confidence in handling complex and high-value negotiations.
- Learn how to craft winning proposals that exceed client expectations.
- Enhance persuasion, presentation, and relationship management skills.
- Understand the psychology behind buyer decision-making in major accounts.

Organizational Benefits

- Increase win rates for major contracts and tenders.
- Build stronger, more profitable client relationships.
- Improve cross-functional collaboration between sales, marketing, and operations.
- Create a repeatable and effective RFP response and negotiation process.

Instructional Methodology

The program uses a highly interactive and practical approach, including:

- Case studies of successful RFP wins
- Role-playing and mock negotiation sessions
- Real-life proposal analysis and review
- Group discussions and strategy workshops
- Step-by-step frameworks and templates

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Course Outline

Module 1: Understanding Major Account Dynamics

- What makes an account “major”
- Complex sales cycles and buying centers
- Mapping the decision-making unit (DMU)

Module 2: Strategic Account Planning

- Identifying and qualifying major accounts
- Researching client needs and key drivers
- Building a value-based selling strategy

Module 3: Mastering the RFP Process

- Understanding RFPs, RFIs, and RFQs
- Common mistakes in RFP responses
- Creating compelling executive summaries and differentiators

Module 4: Crafting Winning Proposals

- Structuring proposals for clarity and impact
- Writing persuasive content aligned with client priorities
- Leveraging visuals and storytelling to stand out

Module 5: Negotiation Strategies for Major Deals

- Principles of effective negotiation
- Handling objections, price challenges, and competitor pressure
- Building win-win outcomes and long-term partnerships

Module 6: Presenting and Winning the Business

- Delivering high-impact presentations
- Managing the evaluation and selection process
- Post-award relationship and account management

Certification

Participants who successfully complete the training will receive a Certificate of Completion titled: “Certified in Major Accounts Selling and RFP Negotiation Excellence”

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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