



Allied Executives Event Strategies for Growing & Retaining Your Top Clients



From Transactional Selling to Strategic Account Management

Are you wondering how to keep your top clients committed to you? This event will change the way you think about clients. Use segmentation to identify your top clients and join us to learn how to build better relationships with them.

SPEAKER
Colleen Canning
Allied Executives
Peer Group Director

Colleen retired
after 27 years at
3M as an Executive
in Industrial Sales

- You'll learn the 10-step process to selecting Key Accounts for your organization.
- How to better understand sales compensation and skill sets needed to support higher levels of Key Account selling
- How to select and deselect Key Accounts for your organization
- How to synthesize your customer's attractiveness with your company's strengths
- Learn to appreciate the Golden Rule ...
 - Segment your market first, then identify your Key Accounts

PANELISTS



JOHN BOWER
Vice President
PGC

Member Since: 2018



JOHN GROVES
President
Fit for Work /
Confluent Health

Member Since: 2012



LAURA MOORE
Sr. Vice President, Growth
Marsh & McLennan
Agency

Member Since: 2016



GREG SCHREIER
General Manager
Herold Precision
Metals

Member Since: 2017

MODERATED BY: KURT THERIAULT President of Allied Executives

WHO

This event is for CEO's and Business Owners

WHEN

Thursday, March 7th, 2019

From 1:30 p.m. - 6:00 p.m.

1:30 - 2:00 p.m. Registration & Exhibiting

2:00 - 4:00 p.m. Presentation and Panel Discussion

4:00 - 6:00 p.m. Complimentary Hors d' oeuvres
Networking & Happy Hour Social

WHERE

Courtyard Marriott Downtown
1500 Washington Avenue S.
Minneapolis, MN 55454

REGISTRATION

Advance registration online by invitation only
Allied Executives Members - FREE

SPONSORS

ACG Minnesota
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