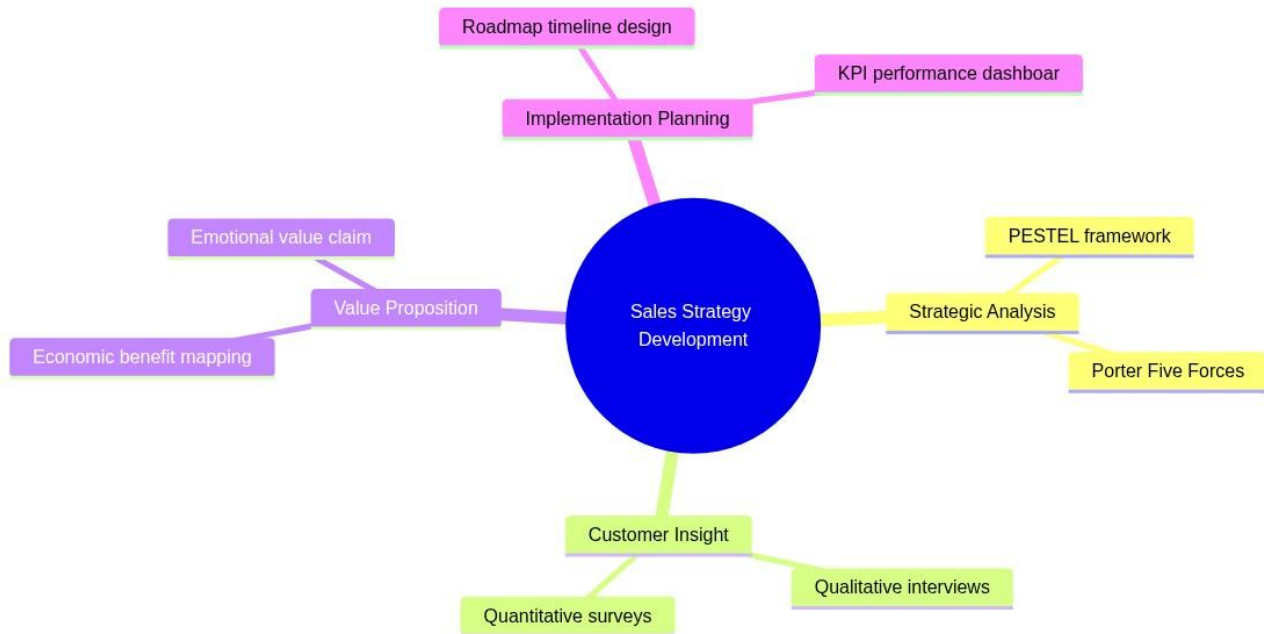


Postgraduate Certificate in Key Account Management in Sales

Sales Strategy Development



mindmap

root((Sales Strategy Development))

Strategic Analysis

PESTEL framework

Porter Five Forces

Customer Insight

Qualitative interviews

Quantitative surveys

Value Proposition

Economic benefit mapping

Emotional value claim

Implementation Planning

Roadmap timeline design

KPI performance dashboard