



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **Customer Acquisition—**

Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

• **Results Oriented—**

Passionate about winning. Dedicated to achieving all-win solutions to situations.

RELATED COMPETENCY CATEGORIES:

• **Communication—**

Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.

• **External Awareness—**

Sees things from multiple points of view. Keeps up to date with issues that affect responsibility.

Account Development

SUMMARY

In this module, you will learn how to develop and use a written account development plan for your clients. You will be able to thoroughly analyze the current situation of a client, set specific goals and create a time line for account development. You will also identify which new relationships you need to develop, and how you can create the best possible situation to expand your business and margins specific accounts. When you demonstrate measurable business results for your clients, you increase the chances of gaining repeat and growing business.

CONTEXT

The Pareto principle is generally true when it comes to where sales business is generated. That is, 20% of your largest clients produce 80% of your revenue. When this is the case, sales professionals must be able to work effectively to develop these key accounts. Good planning increases your focus and ability to maximize results from these key accounts. Superior account development creates close partnerships that help you gain positive results for you and your clients. There are surveys that suggest that a 2% upward migration in the client pyramid can result in 10% more revenue and even 50% more profit.

At the completion of this module, participants will be able to:

- Create new business opportunities within existing accounts
- Design a clear and comprehensive picture of a client's current and future needs
- Develop goals and a detailed action plan to create client partnerships

"I expect to spend the rest of my life in the future, so I want to be reasonably sure of what kind of future it's going to be. That is my reason for planning."

—Charles Kettering