

ITM High Performance Account Development Group

Brighton | 30th April 2019



“The Common Denominator of Success is forming the habit of doing the things that unsuccessful people don’t like to do.”

Albert E. Gray

Client Account Development

Key Challenges

- Confusion on what an account plan is.
- Inappropriate level of complexity.
- Plan doesn't live in a process so not reviewed.



What is the Value of Effective Account Development

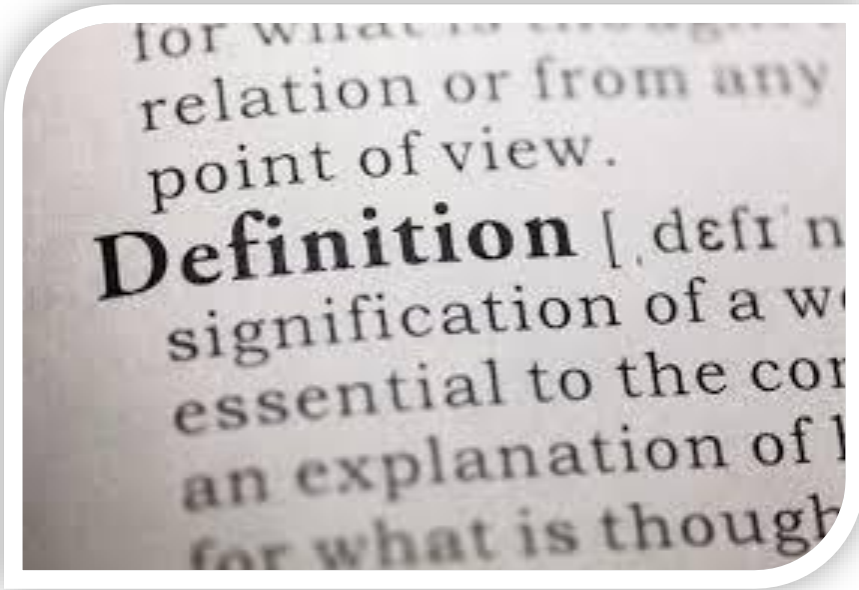
“ A 5% improvement in customer retention can cause an increase in profitability of between 25 - 85% ”

(Reichheld, F. and Sasser, W. Harvard Business Review,)

What is the Value of Effective Account Development

- Increase customer loyalty and retention.
- Increased revenue as opportunities to “land and expand” are uncovered, identified and capitalised on.
- Increased profitability.

What is Account Development?



A team sport (internal and external) focused on mutual value and mutual benefit.

Is this what customers typically get?

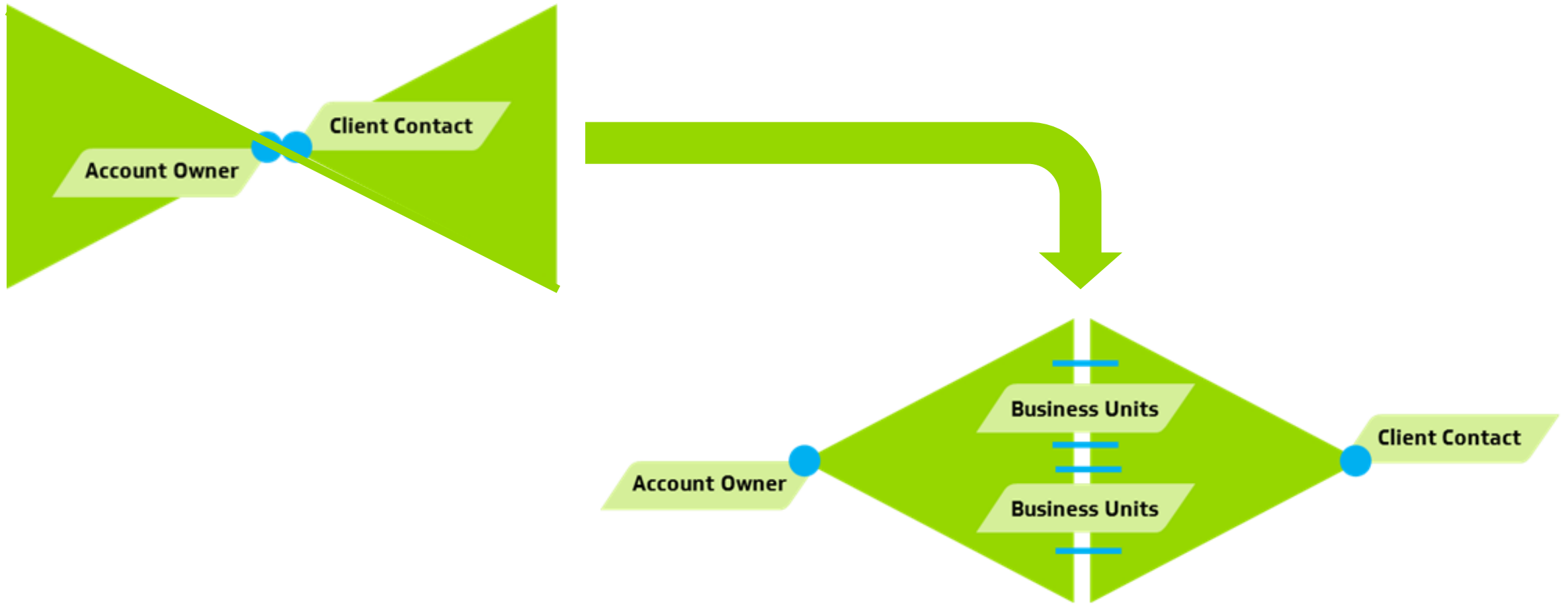
Is this what salespeople typically do?

Account Development

Lesson #2

Account development

What makes an account development team?



Account Development

Lesson #3

Identifying the Right Targets... Defining Your Ideal Customer Profile

What?

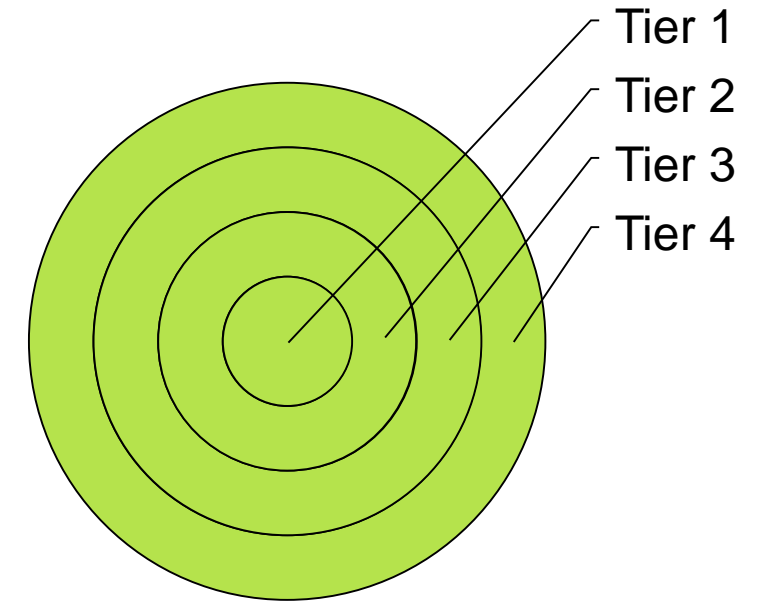
- A model/profile of your ideal prospective account

Why?

- Not because you are looking for the ideal or that they exist
- Helps you to recognise a good account, know where not to spend your time and anticipate where you are likely to deal with problems
- Unless you learn to restrict the size of your universe even the most effective time management will not get you anywhere

How?

- **Performance/Potential** based on your company's past experience/research



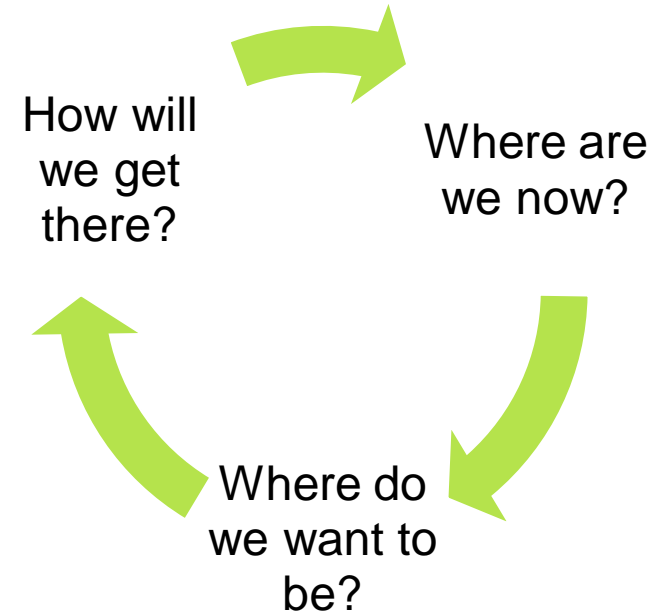
Lesson #3

Lesson #4

Developing an Effective Account Development Plan

Principles:

- Understanding the customer's perception is critical.
- Numbers are interesting but trends are valuable.
- It must be forward looking not just a commentary – the most important letter in ADP is...



Lesson #4

Account Development

Lesson #7

Capturing Past Delivered Value

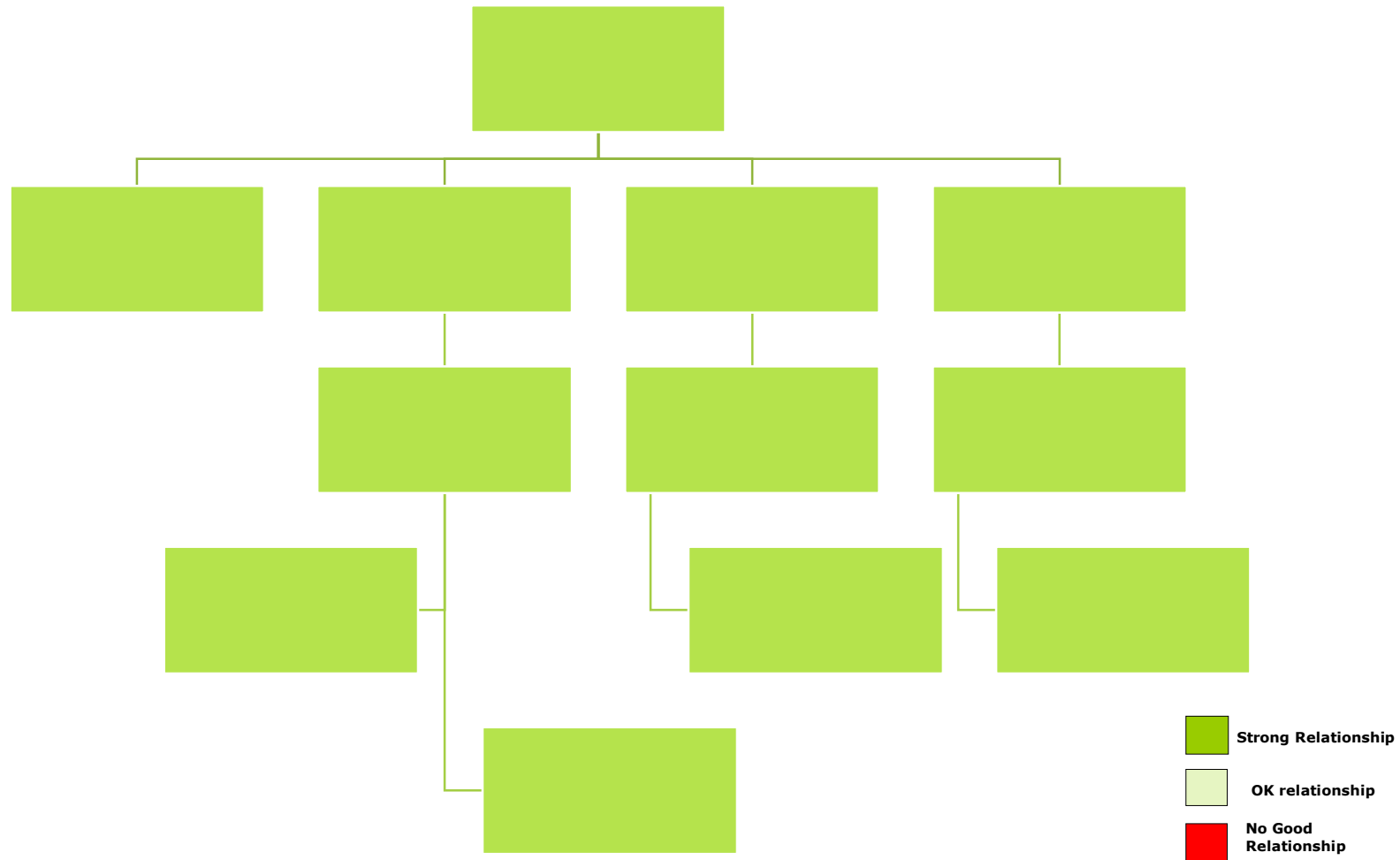
Project					
Business Driver					
Customer KPI / Success Criteria	Baseline	Q1	Q2	Q3	Q4

Lesson #7



Lesson #8

Relationship Analysis



“Thank you”

Stuart Lotherington

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