

# Account Planning

## Situation:

What is a "major account"? Is it size? Is its importance to your company or division? Is it a key player in your industry? Is it global? What percentage of your gross revenue comes from these accounts?

There are many ways to describe those key accounts that your company doesn't want to lose. Most of you have a strong hunch that there is much more business within these accounts than you are currently getting. Further - loss of just one can have a significant impact on revenue. Sometimes the size and/or complexity of an account is like a territory unto itself. How does an account manager get their arms around the full opportunity potential within these organizations?

Account Planning is the process a sales team, lead by the major account manager, uses to analyze and strategize a handful of large, major accounts. A plan includes analysis and goal setting around your company's products and services, market segments, competition, trends, and how that maps to the goals and objectives of your major account. With Account Planning, the work begins with looking at both business and service units within the company to map out what areas you are currently servicing, and figuring out where other opportunities lie. The end result is a full segmented account with a developed strategy and action plans for each selected business and service unit.

## Learning Objectives/Outcomes:

In this two-day session, participants will learn:

- Opportunity/threat analysis
- Revenue and Relationship objectives
- Account strategy
- Business/Service Unit identification and analysis
- Situational analysis
- Estimates of account potential
- Mapping of current product and service penetration
- Profiling of key executive relationships
- Partnership capabilities and strategies

## Testimonials:

- *"I needed a business partner that could represent the Sales Operations group as if they were an employee... The biggest benefit to me, over and above quality work on time, was having someone on my team that became a trusted advisor and partner. I would highly recommend that you consider using Lisa Dennis and Knowledge Associates" - Kathryn McAllister, Director, Sales Programs, GTE Internetworking*
- *"Knowledge Associates is fast, smart and dedicated. Our business is a small niche with some highly technical elements to it. Lisa quickly got up to speed and demonstrated a solid grasp of our industry, our competitors, and the details of our offerings." - James Nail, Chief Marketing and Strategy Officer, Cymfony, Inc.*

## Format:

- 2 day format
- Requires pre-work assignment completed prior to session
- Final plan document due 2 weeks post session including account map

