

Account Expansion Process

1. Researching Target Active Buying Accounts

2. Identifying All Manufacturing, Wholesale, Distribution & Retail Locations

3. Obtaining Key Decision Maker Contacts For Each Target Location

4. Identifying Subsidiary / Affiliated Companies

5. Identifying Established Relationships With Affiliated Buying Accounts

6. Requesting Referrals At Affiliated Locations

**7. Obtaining Reference Letters & Authorization
To Use A Current Buying Contact As A Reference**

8. Leveraging Referrals & References Along With:

- **Approved Vendor Status**
- **Established Credit Lines**
- **Volume Purchasing Discounts**
- **Understanding Of Corporate Business Needs**

**To Develop Finely Tuned & Well Targeted
Account Penetration Strategies**

**9. Executing Effective Call Strategies That Are
Pre-Designed To Offer A Complex Solution
To One Of Each Affiliated Company's
Most Pressing Needs**

**10. Earning The Right For Prospects & Customers
To Open Up And Discuss The Challenges They Face In
Increasing Their Sales & Reducing Their Costs**

**11. Prepared To Match The Specific Value
The Customer Would Receive From Your Solutions To
Their Stated Needs And Challenges**

**12. Ready To Support Your Company's Ability
To Meet Their Needs By Providing A Reference
From An Affiliated Company**

**For Which Your Company Has Already Solved
An Equal Challenging Need**

**That Resulted In A Reduction Of Cost
Or Opening Of A New Revenue Stream**

**13. Resulting In The Achievement Of Continuous Profitable
Sales & Customer Growth Performance**