



Homepage

Guiding Beliefs

Secret To Our  
Success

Our Systematic  
Approach

Introduction to  
Sales Organization  
Development

How We Improve  
Sales Processes

12 Steps To  
Profitable Sales  
Growth



About Us

History

Vision

Values

Webcasts

Testimonials



# Cloud Sales Management System

[Click Here to View](#)

[a Presentation of the](#)

# Account Development Strategy

**Outbound Excellence - David Kalstrom - CEO - 602-770-0012**  
**success@outboundexcellence.com - www.outboundexcellence.com**



Our Profitable  
Sales Growth System

- [How It All Began](#)
- [How Our System Works](#)
- [Established Performance Benchmarks](#)
- [Our Proven Sales Growth System](#)
- [12 Steps To Profitable Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)



# Profitable Sales Growth Strategies

Outbound Excellence  
877-337-2674  
602-770-0012  
[www.outboundexcellence.com](http://www.outboundexcellence.com)

## An Effective Account Management / Account Development Strategy:

1) Improves  
The Sales Organization's Ability

To Increase  
The Profitable Sales Growth

Of Their  
Active Buying Accounts



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## An Effective Account Management / Account Development Strategy:

### 2) Establishes Sales Development Initiatives

### For Each Account Manager

### Based On Their Performance & Individual Development Needs



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## An Effective Account Management / Account Development Strategy:

### 3) Provides A Follow-Up System

To Ensure That Increasingly Higher Levels

Of Account Management &  
Account Development Skills

Are Being Achieved and Maintained.



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## The Costs Of “Not” Meeting Your Customer's Needs

## **Customer Retention Facts**

**For Every Unhappy Customer That Complains  
26 Remain Silent!**

**The Average “Wronged” Customer  
“Will Tell” Between 8 and 16 People!**

**It Costs 5.5 Times More  
To “Attract” New Customers  
Than It Does to “Retain”  
Current Customers**



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## Customer Retention Facts

**Fail To Understand & Meet The Needs  
Of The Average Customer  
And 91% Will Never Do Business With  
You Again**

**“Remedy” Customer Complaints &  
81% Will Continue to Make Purchases**



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## Don't Accept Excuses For Weak Customer Development Performance

**Excuses Are Made For One Reason....  
To Justify Poor Performance!**

**Uncover The Root Causes Of Weak  
Customer Development  
Performance**

**And Repair or Replace As Necessary**





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## Stop Assuming You Understand Your Customer's Challenges

**Don't Allow Your Organization To Assume  
You Have A Clear Understanding  
Of The Challenges & Difficulties  
Facing Your Customers**

**And How These Challenges  
Could Change The Way  
They Do Business**



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## Ask More Questions Of Your Customers

- **What Are Their Key Business Goals?**
- **How Do They Perceive Your Company Can Help Achieve These Goals?**
- **What Are Their Biggest Challenges?**
  - **What Could Your Company Do To Help Overcome These Challenges?**



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## Research & Share Key Industry Trends & Ideas

**Insight & Guidance  
Provided To Your Customers**

**Is What Puts Your Value  
Above  
Your Competitors!**



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## It's Common For Prospects To Convert To Buyers

**As A Result Of Receiving An Article  
That Relates To The Prospect's Business**

**And Has Nothing To Do With  
The Provider's Solutions!**



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**Increase Your Level  
Of Personal Customer Contact**

**Profitable Business Relationships  
Are Built & Developed  
By  
Human Contact**



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**So Call Your Customers And Ask**

**If They Are Happy  
Doing Business With You**

**What They Like Most  
About Doing Business With You**

**What They Would Like  
To See You Do Better**



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Call Your Customers With No Intention  
Of Mentioning Your Products & Services

**But Just To Share  
Your Genuine Appreciation  
For Their Business**



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## **Separate The Value Of Your Organization's Offering From Your Competitors**

**Find Ways To Do Things For Your Customers  
That Your Competitors Are Unable To Do**

**Identify These Areas & Translate Them  
Into A Competitive Value Matrix**

**This Will Clearly Demonstrate  
The Added Value Of Your Solutions**

**And Allow Prospects To Make A More Educated Decision**





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## Continuous Profitable Customer Growth Requires Constant Effort

**Make Sure Your Company  
Puts The Same Time, Effort & Resources  
Into Developing Existing Customers**

**As They Invest Into  
Acquiring New Customers**



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## Be Creative In Improving Your Value Proposition

**Research & Monitor  
Your Competitor's Best Practices  
&  
Product / Service Offerings  
Integrate Competitive Ideas  
That Will Increase  
The Value Of Your offering**

(e.g. landing pages)



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## **Increase Your Customer Value With Automated “Industry Expertise”**

**Set-Up Automated RSS Feeds  
That Constantly Monitor & Retrieve  
Target Industry News Releases**

**That Could Benefit  
Your Customer’s Business ....**

**Be The First To Share This Information  
With Your Target Customers  
(e.g. website, newsletter, targeted calls)**



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## Analyze Your Top 100 Customer's Buying History

- 1. What Products Have They Purchased?**
- 2. What Complementary Products Do You Offer?**
- 3. Have You Presented The Complementary Products?**
- 4. Are They Purchasing Services As Well?**
- 5. What Products That They Have Purchased  
In The Past, Are They No Longer Purchasing?**
- 6. Why?**
- 7. How Have Their Buying Trends Changed?**

**Analyze Your Top 100 Customer's  
Buying History**

**8. Are They Purchasing In Greater Volume?**

**9. Are They Purchasing With More Frequency?**

**Why .... Why .... Why**

**10. Are Orders Being Shipped To Multiple Facilities?**

**11. Are There Target Locations You Are Unaware Of?**

**12. Are All Facilities Ordering The Same SKUs?**

**13. If Not, What's The Reason?**



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**Take 50% Of The Time Your Marketing &  
Development Teams Spend**

**Sharing Their Beliefs About What Customers  
Like & Dislike About Your Solutions..**

## **And Have Them Contact 20 Of Your Top 100 Customers & Ask “Your Customers”**

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- **What Really Drives Them To Buy**
- **What New Products & Services Are They Looking To Buy This Year**
- **Ask For Their Input On Your Ideas For Developing New Products and Services**
- **Invite Them To Test Your New Product Releases To Discover Ways To Make Them Even Better**



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**Involving Customers  
In Your Development Processes  
Not Only Makes Customers  
Feel Important  
It Reinforces Their Buying Decision!**





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## The Value Of Customer Involvement

**When Researching Ways  
To Add Or Improve  
Product & Service Offerings**

**Go Directly  
To Your Customers  
& Ask For Their Thoughts**



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## **The Million Dollar Question**

**If You Could Name One New Product or Service**

**We Could Offer You That Could Help Your Business**

**What Would It Be?**

**Then Reward Your Salespeople & Customers**

**For The New Business Development Ideas You Receive**



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## Offer Salespeople Incentives For "Repeat Buyers"

**The Companies Most Likely  
To Buy From You**

**Are Customers That Have Bought In The Past**

**So Run "Repeat Buyer" Contests**

**Provide Incentives For Salespeople To Make Sales  
To Active & Inactive Customers**



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## Offer Salespeople Incentives For “Repeat Buyers”

**Add A Double Incentive For The Sale  
Of New Products and Services**

**This Is A Well Proven Process  
For Growing Sales, Increasing Profits  
And Developing More Customers**

**Not a Bad ROI!**



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## Offer Your Customer's - A "Test Drive"

**Consider Allowing Customers To Test A Newly Proposed  
Product or Service On A Trial Basis**

**Not Only Will Your Customers Provide Great Ideas  
For Improving New Products & Services**

**They'll Take The Mystery Out Of The Age Old Question**

**“Why Aren't We Getting More Sales  
From The New \_\_\_\_\_ Program”**



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## Create Customer Loyalty Programs

**Are Those Programs That Provide  
Customers With Valuable Incentives**

**Based On Their Buying Volume,  
Frequency and Longevity**

## **Popular Customer Incentives**

- **Additional Discounts**
  - **New Services**
- **Improved Service Levels**

**Customer Loyalty Programs  
Create Powerful Forces  
That Keep Customers Buying!**

## **Here's How To Develop E-Newsletters**

### **That Will Distinguish Your Value Offering From That Of Your Competitors**

---

- **Make Them Industry Specific**
- **Focus On What's New In Each Industry**
- **Include Competitive Customer Info**
  - **Include What's New With You**
    - **Include A Case Study**



**The Benefits Of Industry Targeted  
E-Newsletters Include:**

- **Being The Knowledge Source For Customers**
  - **Increasing Customer Contact**
  - **Improving Your Perceived Value**
  - **Driving Prospects To Your Website**
- **Keeping Your Customers Coming Back**



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## Developing A Profitable Account Management / Account Development Solutions

**1. Educate Salespeople On The  
Importance Of Learning More About  
Their Prospects & Customers**

---

**2. Develops A User Friendly System  
For Your Sales Representatives  
To Capture Key Customer Information**



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## Developing A Profitable Account Management / Account Development Solutions

**3. Provides Incentive For  
Your Sales Representatives  
To Capture Key Industry News Releases  
That Continually Increase The Value Of  
Your Customer Offerings**

---

**4. Develops A Performance Monitoring System  
That Accurately Tracks Each Sales Representatives  
Account Management & Development Performance**



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**5. Implements Performance Development Meetings  
In Which Each Sales Representative's  
Account Development Performance  
Is Measured Against Their Assigned  
Account Development Goals**

**6. Identifies Areas In Which  
Each Outbound Sales Representative's  
Customer Development Performance  
Is Not Meeting Agreed Upon Account Management /  
Account Development Performance Goals**



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**7. Develops Action Plans  
That Allow Each Sales Representative  
To Improve Their Skills To Where They Meet & Exceed Each Of  
Their Account Management / Account Development Goals**

**8. Obtains Agreement From Each Sales Representative  
That Each Account Management / Account Development Category  
In Which They Are Under Performing Is Important  
& One That They Agree To Work With You To Improve**

**Results In Your Sales Organization's Ability To Achieve & Maintain  
Increasingly Higher Levels Of Profitable Customer Growth  
Performance**



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## One Of Our Most Popular & Effective Account Management Processes

### Buying Trend Analysis

**We Begin By Charting The Buying Trends  
Of Your Top 100 Active Buying Accounts**

**This Process Allows You To**



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## Buying Trends Analysis

- 1. Identify Changes In Any  
Active Customer's Regular Buying Pattern**
- 2. Monitor The # Of Customers That Have  
Increasing As Well As Decreasing Buying Activity**
- 3. Map Out Which Of Your Products & Services  
Would Complement The Current Products  
& Services Being Purchased By Each Account**
- 4. Increase Your Sales, Profits  
& Customer Growth Performance**



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About Us

History

Vision

Values

Webcasts

Testimonials

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Success

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Approach

Introduction to  
Sales Organization  
Development

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After viewing the **Account  
Development Strategy** Section of our  
**Cloud Sales Management System.**

If you have any questions or would  
like to discuss how our New! Sales  
Management System can Increase  
your Sales Performance  
Please give us a call....

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- [How Our System Works](#)
- [Established Performance  
Benchmarks](#)
- [Our Proven Sales  
Growth System](#)
- [12 Steps To Profitable  
Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)





Homepage

Guiding Beliefs

Secret To Our  
Success

Our Systematic  
Approach

Introduction to  
Sales Organization  
Development

How We Improve  
Sales Processes

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- [Our Proven Sales Growth System](#)
- [12 Steps To Profitable Sales Growth](#)
- [Measurable Results](#)
- [Seamless Integration](#)
- [Portable & Scalable](#)