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Cloud Sales Management System

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Account Management Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
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Our Profitable
Sales Growth System

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Profitable Sales Growth Strategies

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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



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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”

- **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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After viewing the **Account Management 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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