Account Due Diligence™

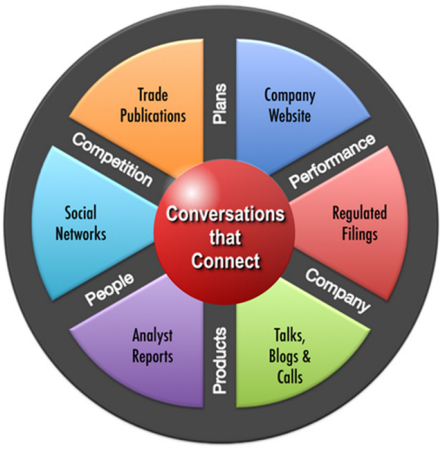
Account Due Diligence: Turning Data into Credible Conversations™ (ADD) How frequently do your sales people show up at a customer better prepared and more informed about that customer's business than the competition?

Today, with the amount of public information about your customers readily available on the web, there is no excuse for showing up at a customer without considerable insight about their business. Yet, customer surveys consistently show that sales people are seen as overly focused on their own products and services, and largely uninformed about their customers and their businesses.

Account Due Diligence: Turning Data into Credible Conversations (ADD) takes the position that it is important for sales people to differentiate themselves first by the way they do business, demonstrating personal credibility and delivering value early in the relationship.

Today, this differentiation means demonstrating insights into the customer's business, competition, industry, ecosystem, as well as into the individuals in the account – early on in the dialogue.

Informed with this information, the professional sales person turns this Due Diligence insight into powerful Discovery conversations to create influence, competitive advantage, and advance opportunities and relationships. With these compelling conversations, your sales teams will have their best chance at penetrating accounts with true customer intimacy insights.



Program Content

WHAT IS DUE DILIGENCE?

- *Understand what Due Diligence provides above and beyond 'standard' pre-call planning.*
- *Understand how account information today is available to anyone with the time, motivation and the knowledge of where to search and how to combine disparate source of information into account-specific insight.*
- *Review results of a two-hour Due Diligence session for a real company.*

ACCOUNT DUE DILIGENCE PROCESS

- *Learn the six sources of information upon which a good Due Diligence process is based.*
- *Learn specifically what kinds of data and insights can generally be derived from each source of information.*
- *Learn how to automate portions of the due diligence process with Web 2.0 technology to increase the efficiency of the process.*
- *Understand what is driving the availability of this information, and why a failure to access and integrate this information will make you vulnerable to the competition.*

CONDUCTING YOUR OWN ACCOUNT DUE DILIGENCE

- *Conduct your own Due Diligence effort within the session, coached by the session leader.*
- *Aggregate observations and questions around each of the key issues that you identify that will be highly relevant in your account.*
- *Develop issue-specific Discovery Targets for each of the various levels within your account.*
- *Review the information accessible for each of the individuals of influence in your account, tagging this information for Discovery Targets.*
- *Develop a set of position-specific Discovery Targets for your conversations with each of 3-5 individuals of Influence within your accounts.*
- *Develop a set of insightful questions and intelligent observations for proactive use in your first substantive conversations.*

OVERVIEW

The ability to engage in higher level conversations with more senior people about high order value propositions is not simply an issue of motivation, but one of conversation.

Demonstrating personal credibility and business value by engaging the key contact in relevant conversations—early in the dialogue—is key.

The best sales people know how to efficiently gain uncommon insight into the individuals within the account and the issues of importance to them.

They know how to utilize the internet and Web 2.0 technology to access data, combine that data to develop insights, and convert those insights into questions and observations that create compelling conversations with customers.

- Be more relevant to key issues earlier.
- Ask more intelligent questions.
- Make more interesting observations.
- Differentiate yourself.

PROGRAM SUMMARY

Account Due Diligence: Turning Data into Credible Conversations (ADD) is a 1/2 day virtual remote working session designed to help the new and the experienced sales professional gain the knowledge and skills to efficiently conduct Due Diligence research and develop the insights that will differentiate them from 95% of the other sales people calling on their customers.

The workshop uses a hands-on methodology, where after learning the methodology and observing for themselves the insights available, participants will conduct their own Due Diligence using the Internet and Web 2.0 technologies on a specific account.

During the session, work through the different sources of potential information and insights into the individuals and issues and set up their laptop with relevant RSS Feeds, web sites and Web 2.0 tools to make updating their due diligence more efficient and less effortful.

Participants will leave the working session with a tactical plan for engaging an account with the relevant issues and with 3-5 key individuals within their target account.

PARTICIPANT MATERIALS

Due Diligence Handbook, softcopy of Due Diligence Document.

OUTCOMES

Upon completion of the Account Due Diligence workshop, participants will:

Participant Outcomes

- More effectively engage with key individuals and critical issues within their targeted customer accounts.
- More efficiently acquire insight into their customers' business plans, priorities, preferences, and projects.
- Understand how to organize themselves to more efficiently gather account insight on an ongoing basis.
- Know what to focus on amidst the enormous amount of public data available today.
- Know how to leverage the new set of Web 2.0 and social networking tools to make their Due Diligence activity more efficient and less effortful.
- Be more comfortable approaching more senior people as they are more informed and better prepared to engage in a credible conversation about the customer's business.
- Leave the session with a tactical plan for engaging an account with the relevant issues and with 3-5 key individuals within their target account.

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