

# Account Advantage Beyond Product™

## Producing Results Where it Counts Most

In today's highly competitive markets, organizations must ensure their major customer relationships are professionally managed to maintain optimum sales volumes, profitability and relationships.

To increase productivity and profitability in the direct channel, many organizations have decided to implement key account programs that focus on a limited number of target accounts.

Typically, these same companies often have been targeted by the competition.

A traditional, transactional sales force, trained and experienced in fundamental territory sales tactics, rarely has the skills and process needed to create and maintain profitable business partnerships.

Account Advantage Beyond Product™ (AABP) is designed to be a scalable process – applicable to any relationship where competitive advantage is the goal, regardless of size, complexity, and strategic importance.

As a result of this work, your sales team will be able to:

- Improve the quality of sales efforts by linking technical and product capabilities to the creation of business impact and value.
- Develop strong individual relationships with key influential individuals within the Inner Circle.
- Create new opportunities by understanding the customer's business drivers and the ecosystem in which they operate, anticipating future requirements.
- Focus on high value, high quality short and longer term revenue streams.
- Allocate account team resources effectively to ensure comprehensive coverage of the accounts.
- Improve account team internal and external coordination and communication.

## Program Benefits

### CUSTOMER ORIENTED

- Addresses the key customer concern that sales teams have little insight into their business challenges.

### IMPROVES PERFORMANCE

- Helps the sales teams re-orient their efforts from selling products to the department towards selling solutions to the enterprise.

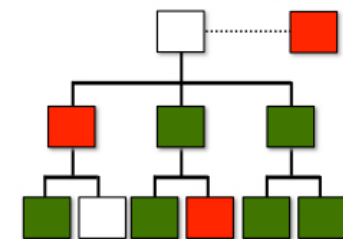
### PRACTICAL

- Many sales people have the experience of account planning processes that are interesting and engaging, are documented in detail, and are then archived without driving the day-to-day activities of the account.
- AABP is designed to directly inform the pursuit of live short and long-term revenue and business development opportunities

### CUSTOMIZED

- Generic account plans don't work. Every organization has its own point of view that is critical to understanding the account as an enterprise customer for their own unique value proposition.
- Your account profile should reflect your unique perspective.

### Relationship Map



Account Advantage Beyond Product™

*"Understanding how your customers work across their whole business chain is the most important success factor."*

*"While it is important to understand things like technology and products, it's a deep knowledge of how the customer organizes their processes, workflows and systems that makes this kind of collaboration succeed."*

James Morgan, Chairman  
Applied Materials

## PROGRAM OVERVIEW

Account Advantage Beyond Product™ is a two-day, semi-customized working session designed to help account managers and teams rapidly develop and leverage insights into the account towards larger more strategic opportunities within the account.

Prior to the workshop, the Account Profile is tailored to you and your organization's value propositions, customer decision drivers, measures and metrics, and customer buying decision processes.

This customized Account Profile is designed to drive the development of account insight, not simply the collection of account information.

The workshop employs modern action-learning principles and techniques to give participants a meaningful and efficient learning experience.

The instructional design of the program includes: a high degree of interaction, direct application of the program's concepts to the participants' assigned account, and the creation of an achievable account plan that can be implemented as soon as the account teams leave the workshop.

Session Leaders who are experienced sales professionals trained in the methodology guide the participants through the learning process.



## PROGRAM SUMMARY

### PRE-WORKSHOP PREPARATION

In order to maximize the return on the time invested, participants are required to aggregate business, financial, analytical, and historical information on the account.

Typically, participants receive guidance through this due diligence information capture activity on a conference call with the Session Leader 3-4 weeks prior to the session.

### DAY 1: FOCUS ON ACCOUNT INSIGHTS

During the first day, participants are focus on developing deeper understanding and more useful insights into the customer's strategies, plans, and programs.

Participants complete the Account Profile, and, through a series of exercises and discussions, share their different perspectives on the account, and develop a commonly held view of the business plans, processes and priorities of their key accounts.

The outcome of Day 1 is a clear determination of the best revenue and business development opportunities in which to invest time, money, and resources.

### DAY 2: FOCUS ON OUR TEAM'S STRATEGIES & TACTICS

On the second day of the workshop, participants focus on applying their new insights into developing these opportunities in which to invest time, money, and resources.

The focus is on developing plans for 3 revenue streams – current opportunities, future opportunities and non-revenue relationship development opportunities.

The outcome of this second day is a resourced and staged implementation plan for their account that is shared with and approved by management – in session or post session.

### POST-SESSION IMPLEMENTATION

Following the workshop, the focus turns toward executing the account plan on the current, future, and business development opportunities.

Protocols for plan refresh, account reviews, and customer sharing are developed and implemented.

### SESSION LENGTH

Two days.

### PARTICIPANT MATERIALS

Participant guide, Customized Account Profile.



Jack B. Keenan, Inc.  
18221 Tolusa Place  
Morgan Hill, CA 95037 U.S.A.  
Phone (408) 448-4686  
[www.jackbkeenan.com](http://www.jackbkeenan.com)