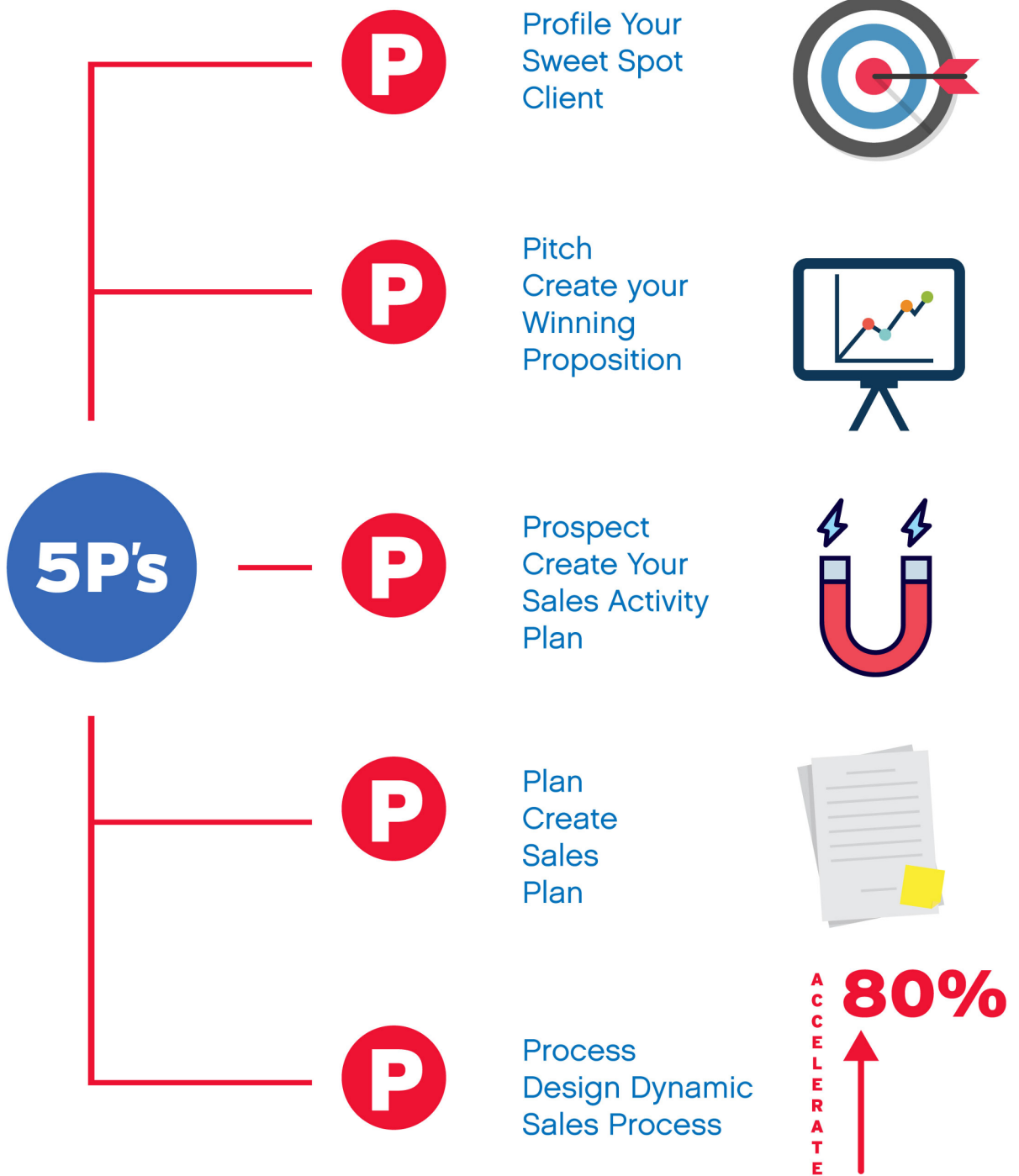


# PRESENT SOS

## SEGMENTING YOUR ACCOUNTS

**More Profitable Sales. More Sustainably.  
In Less Time.**



Do you approach targeting new accounts and existing clients in a strategic manner? Do you still segment customers based on their actual revenues instead of their potential revenues?

It may be time for a change of strategic focus in order to modernise your approach and target those accounts that have the potential to generate the most revenue for your organisation.

## **IN THIS SESSION**

### **In this session you'll learn**

- How to categorise your accounts more strategically
- How to select those "strategic" accounts that you will focus on
- Not all customers are equal

## **Not All Customers Are Equal**

In a complex sales process one thing can be said to be true, "not all customers are made equal". This requires a new mindset and a recognition that from your customer's perspective you may not be a good "strategic fit".

For many sales people and organisations strategic account planning is simply non-existent. If there are plans they are often poorly constructed and lack a genuine strategic intent. For example simply sorting clients by revenue and using the 80/20 rule by focusing on the Top 20 revenue producers, is hardly strategic.

It is an historic record of performance, it is not predictive.

### **Try to view accounts using a different lens for example**

- Are they a good strategic fit with our organisation?
- Are they a cultural fit?
- Are they growing quickly?
- What level of relationship do we have with this client?

# *Segment your accounts into 4 Customer Profiles*

## **4 Customer Profiles**

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### **The Buskers (D - Accounts)**

They account for a small part of our revenue and have no real potential for growth.

### **The Support Acts (C- Accounts)**

These customers have been loyal to you for a long time and have generated high revenues, but they are in decline and there is not much real potential for them to grow. You may have maximised your level of penetration, or your competitors have a strong foothold that is unlikely to change. They may be valuable now but not in the longterm.

### **The Main Acts (B - Accounts)**

These clients have unrealised potential but we haven't given them any real strategic focus to date. This customer hasn't spent much to date with you but has the capacity to do so, and the potential to change. They may also be a "trophy" account that if you won it could open up further potential markets for you.

### **The Rock Stars (A - Accounts)**

These are the must haves. You cannot turn a blind eye to them or their potential. They are the most dependable future source of revenue for your organisation.

## Now Refine

Now that you have completed the above exercise in effect you have created your Strategic Key Accounts, the Main Acts and The Rock Stars.

You now need to build on this process. Deciding who seem the best potential is not necessarily enough. You must decide those that represent the best “strategic fit” for your organisation.

You need to ask some key questions

- Are they a “Sweet Spot Client”?
- How engaged are they with our organisation?
- How do they perceive our organisation and the value we deliver?
- Are we strongly connected across the organisation?
- Is there a strong competitive presence in that organisation?
- Are they loyal to suppliers, or do they take a short term perspective?
- Do we share similar values? Are they a fit?
- What is their DiSC style? Are they Eagles, Peacocks, Doves or Owls?

## Now pick and invest

The final stage is to select the true “strategic” customers that fit your criteria and invest both time and resource into ensuring you generate the results you have planned for.

# Account Planning Tool

What are your goals for this client?

- Revenue
- Opportunities
- Margin

How will you measure success?

What are their Key Priorities and Initiatives?

What is happening with this client, in their industry? What trends are affecting them?

What is there NO.1 Challenge?

Who are the key people you need to build relationships with?

How will you generate new opportunities?

What are your Top 3 Priorities?

What barriers exist?

P - PREPARATION

R - RAPPORT

E - EXAMINE

S - SHOW

E - ELIMINATE NO

N - NOW ASK

T - TOTAL AFTERCARE



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*More Sales, More Consistently, In Less Time*



# Sales Coaching, Sales Training and Sales Consultancy

Never Generic. Always Tailored To You



- One-off engagements
- One-off workshops and Programmes of workshops
- One to three months engagement
- Minimum six month engagement

<h3>Single Session</h3> <p>Behavioural Assessments We offer a full suite of DISC behavioural assessments. You will receive a comprehensive report. And a 60 - minute consultation.</p> <ul style="list-style-type: none"> <li>- Sales Skills Index</li> <li>- DISC behavioural assessment</li> <li>- Talent insights assessment</li> <li>- TriMetric DNA assessment</li> <li>- TriMetric EQ assessment</li> </ul> <p>( We can conduct assessments for teams as well).</p> <p><b>DISC ASSESSMENTS WITH ONE HOUR DEBRIEF €249 PLUS VAT</b></p>	
<h3>One and Two-Day Workshops</h3> <ul style="list-style-type: none"> <li>- SalesCOACH training programme ( A minimum Two Full Days or 6 one-to-one sessions)</li> <li>- Sales Process Design</li> <li>- Sales Pipeline Management</li> <li>- Sales Prospecting</li> <li>- Sales Storyboard and Sales Presentation Skills</li> <li>- Sales Communication Skills</li> <li>- Sales Effectiveness</li> <li>- Sales Goal Setting</li> <li>- Listening And Deep Discovery</li> <li>- Close More Sales Deals</li> <li>- Handling Objections</li> </ul> <p><b>ONE DAY WORKSHOPS €950 PLUS VAT</b></p>	
<h3>Sales Infrastructure Diagnostics</h3> <p>This is a two stage deep-dive analysis of your sales systems and processes.</p> <p>Stage One We will analyse your</p> <ul style="list-style-type: none"> <li>- Sales Strategy</li> <li>- Sales plans</li> <li>- Sales performance systems</li> <li>- Sales Processes</li> <li>- Sales Pipeline Management process</li> <li>- Sales tools</li> <li>- Selling tactics</li> <li>- Account management process</li> </ul> <p>Stage Two We will make detailed recommendations on how to improve your sales infrastructure.</p> <p><b>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</b></p>	
<h3>Implementation And Management</h3> <p>Here is where we excel. We become part of your team. And we work hands-on with you.</p> <ol style="list-style-type: none"> <li>1) We complete the Sales Infrastructure Diagnostic.</li> <li>2) Make recommendations.</li> <li>3) Then we move to execution phase.</li> </ol> <p>We will help you implement a full sales performance management system. Our PRESENT SOS.</p> <p>Including</p> <ul style="list-style-type: none"> <li>- Weekly sales reviews</li> <li>- One-To-One sales manager training</li> <li>- One-To-Group sales coaching and development</li> </ul> <p><b>MONTHLY ENGAGEMENTS €2,500 PER MONTH PLUS VAT</b></p>	

**Blended Learning - All programmes are reinforced with Video Tutorials and Exercises**

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