

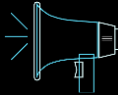


Account Management & Business Review

Account Management

Establish, Deploy, Manage

Establish people you need to know at the account, key players on our team, and your buying influences. Assign roles and expectations, then execute



Deep Discovery Throughout

Use industry expertise to enhance your customer's productivity. Look for expanded opportunities and referrals



Navigate Relationship

Establish the current level of relationship, gain agreement, and pursue the mutually defined goal. Get the customer involved



Our Responsibilities

Reporting, maintain current opportunities, and help create new ones, conduct business reviews, start and stop investments



Business Reviews



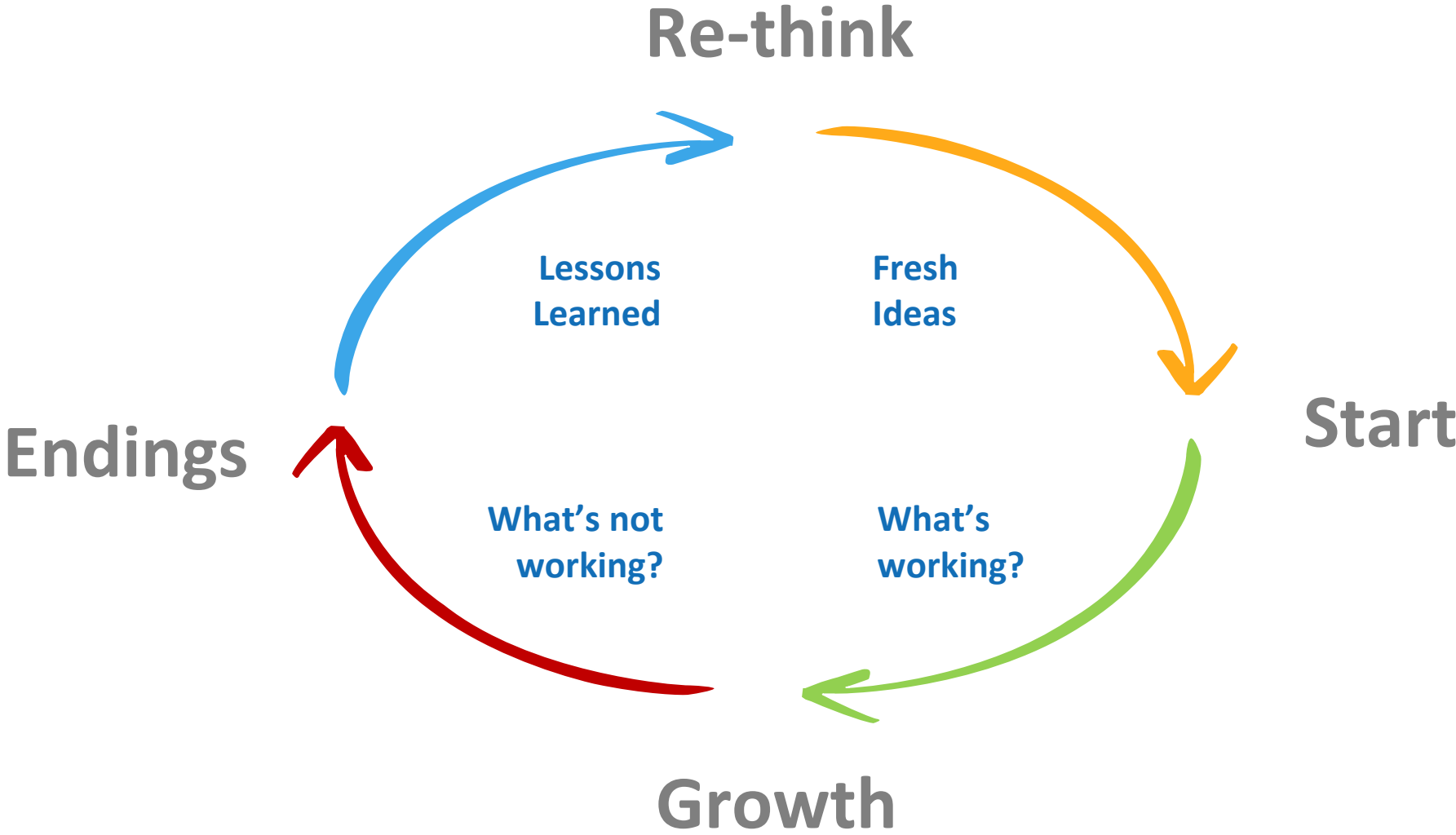
Assessing Priority



Business Review Framework

- Big picture- What's happening in the industry?
- Impacts to the organization – Growth, productivity, culture, quality, preventing loss
- Start and stop investments
- Day to day operations – Account team, numbers
- Mutually agreed upon objectives
- Next steps
- Price increase

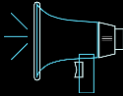
Strategy Wheel



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