

# ACCOUNT LIST ANALYTICS

*Turning Talent  
into Performance*

## The Service:

A data driven analytics approach designed to help sales managers and sellers discover revenue opportunities from existing clients.

## The Outcomes:

*Account List Analytics* identifies the following:

- ▶ *Growth opportunities: Upsell opportunities with top spending customers (Key accounts) and new Digital sales opportunities.*
- ▶ *Accounts at Risk: A better understanding of top spending customers at risk and what to do to minimize attrition from these important customers.*



## The Process:

- ▶ Initial consultation with sales managers.
- ▶ Account list update and review—including a key account spending level calculation.
- ▶ Phone interviews with each seller to discuss their key accounts related to the following:
  - Decision maker access
  - Growth potential
  - Openness to Solutions
- ▶ Post interview data analysis to determine:
  - Key account upsell opportunities and Key accounts at risk
  - Digital upsell opportunities
  - Next step assignments
- ▶ A phone conversation with sales managers to review data, discuss findings and next step recommendations.
- ▶ Accountability enhancing revenue tracker documents.
- ▶ A written follow-up report for use as a roadmap to revenue success.



CONTACT KURT SIMA AT [KURTSIMA@CSSCENTER.COM](mailto:KURTSIMA@CSSCENTER.COM) TO GET STARTED.

## The Fee:

Determined by the number of sellers in your organization. Contact Kurt to discuss.



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