ACCOUNT LIST ANALYTICS

Turning **Talent** into **Performance**

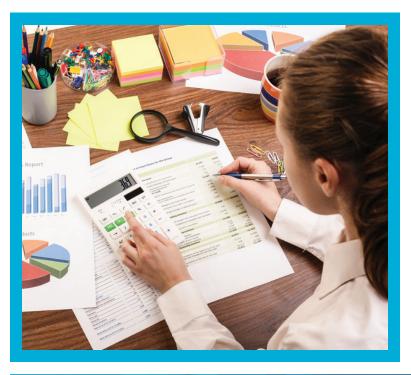
The Service:

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 TO GET STARTED.

The Fee:

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



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