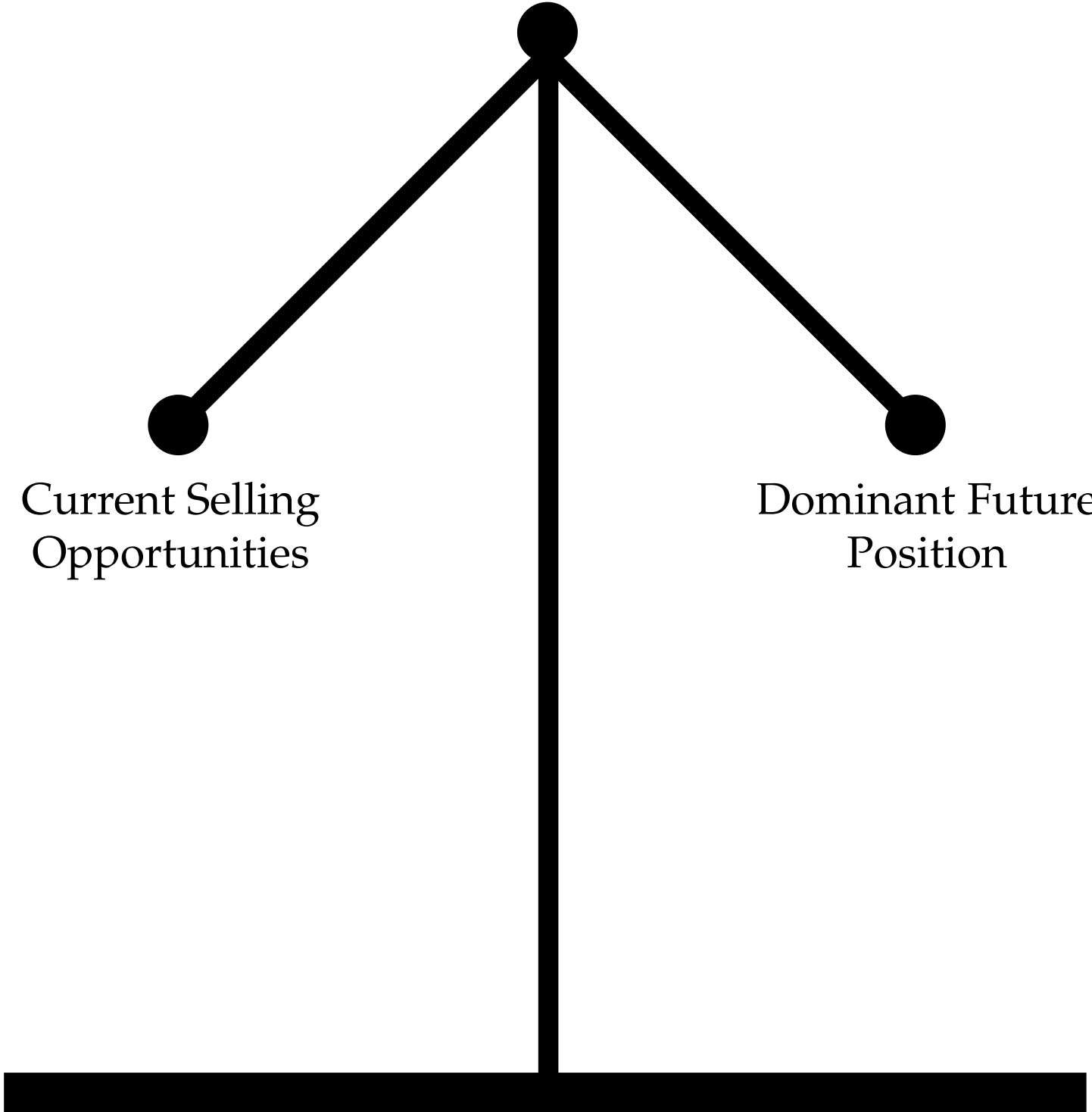
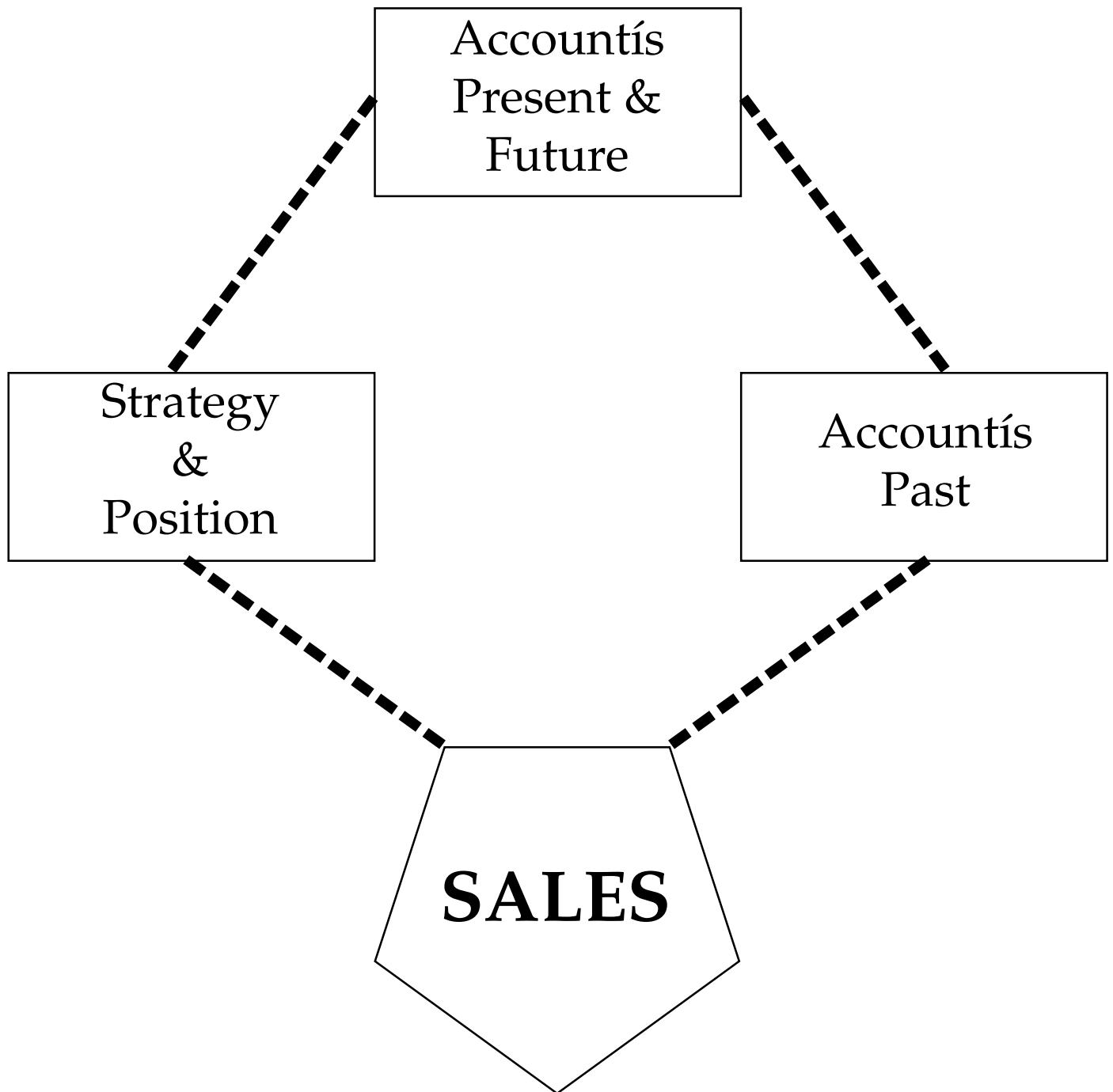


# Key Account Strategy

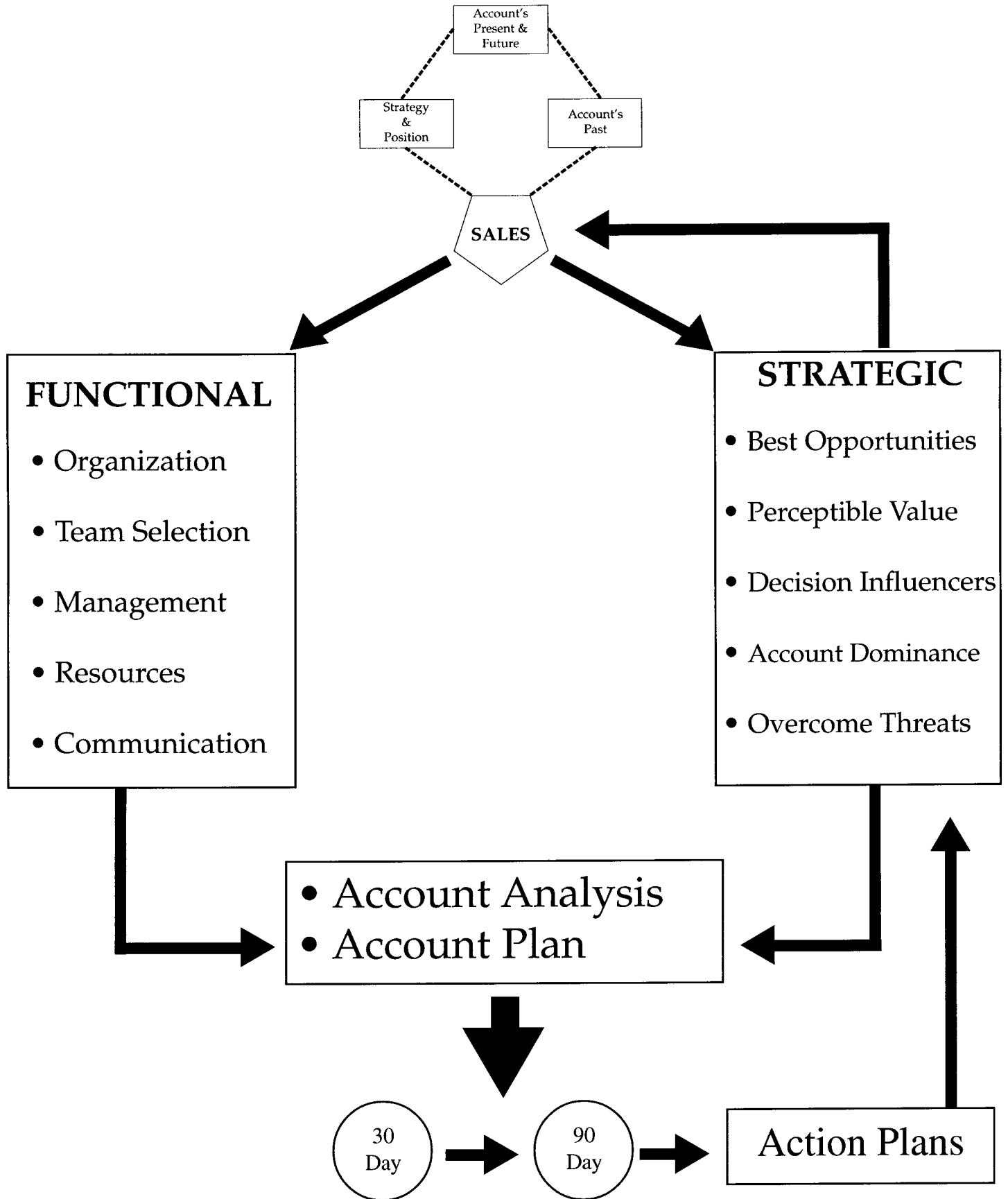


# 3 LEVELS OF ANALYSIS

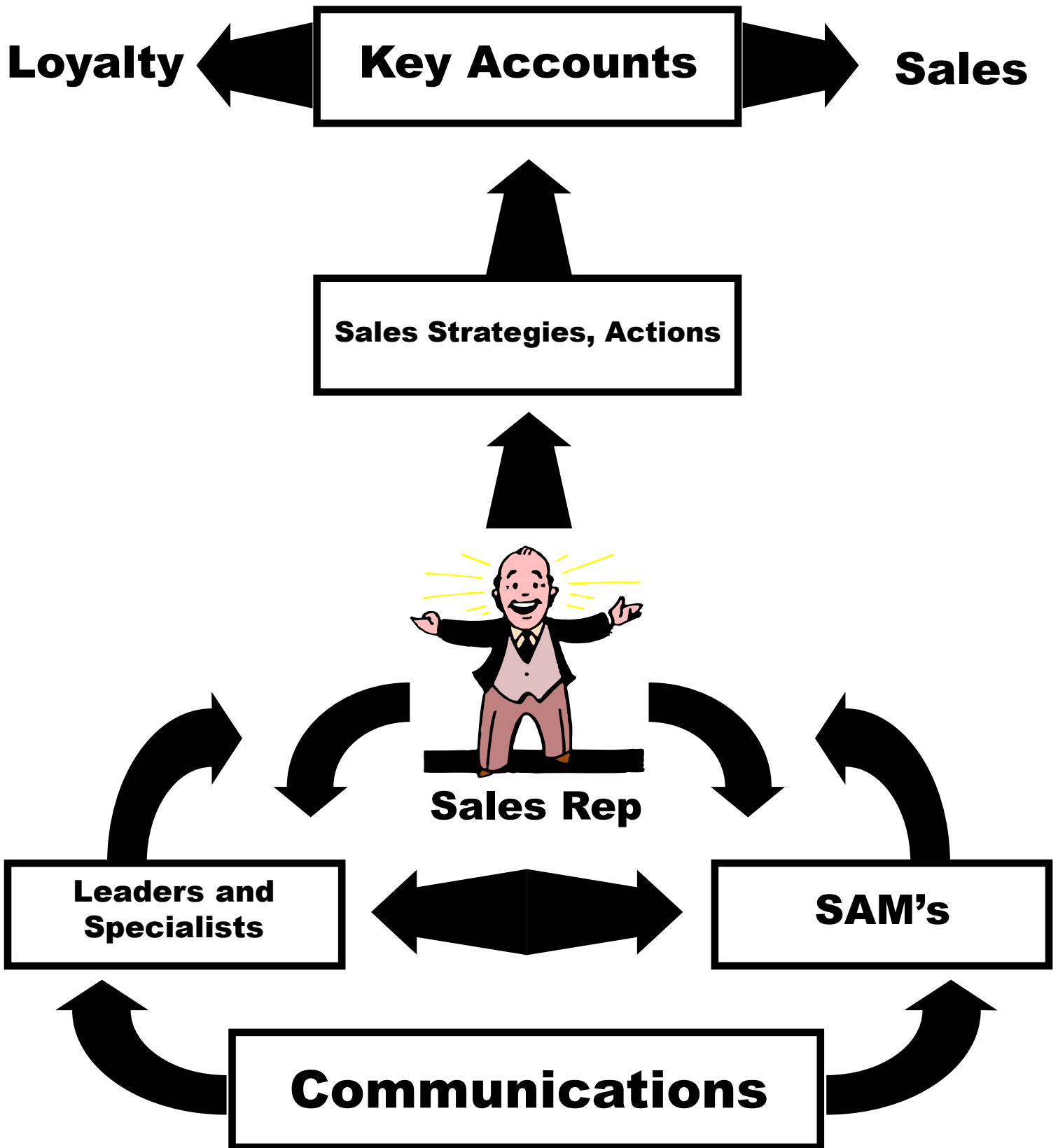


Strategic Account Management

# Account Plan & Strategy



# Communications Continuity Chart



# Strategic Account Manager Performance Gauge

Attributes	Level 1	Level 2	Level 3
<b>Client Relations</b>	Minimal	Established, well-known throughout the company	Well respected and liked; known by all decision influencers
<b>Organization &amp; Time</b>	Struggles getting tasks and priorities aligned with goals efficiently	Achieves daily duties along with big picture strategies; is organized and on top of account development	Pro-active versus reactive; uses time efficiently; systems in place to achieve priorities
<b>Problem Solving</b>	Relies on past solutions and basic instinct	Presents workable solutions; analyzes each situation on its own merits	Creates solutions that best fit client need; heads off trouble before it starts; implements solutions in timely way
<b>Communication</b>	Reactive, often lags behind the need	Effective, keeps parties informed; average listening skills	Clear, thorough and timely; and keeps all constituents in the know; good listener
<b>Planning &amp; Strategy</b>	Spontaneous, relies on experience, often too rushed to plan or strategize; transactional mentality	Thinks through the accounts needs, gathers information, sets call goals; somewhat strategic	Thorough planning, excellent strategy, analyzes competition and responds; long-term view; strategic thinker
<b>Analysis</b>	Minimal or non-existent	Possesses a good handle on the account and its needs	Analyzes ongoing streams of information; handles diverse selling activities, develops appropriate recommendations
<b>Motivation</b>	Wants to get the job done; subject to mental defeat	Motivated to achieve goals; energetic	Highly motivated to accomplish ambitious goals; enthusiastic
<b>Sales Skills</b>	Adequate for low level accounts	Some ability in question skills, persuasion and closing	Effective salesmanship; excellent presentation and probing skills; has no reluctance to handle objections or close