

June 13, 2013

Mid-Year Checkpoint Strategy for Sales and Account Management #MYSAM13

Top 5 Drivers for Staying on Course to Exceed This Year's Revenue Growth Targets

Facilitated by: Dennis J Chapman

President / CEO The Chapman Group



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Mid-Year Checkpoint Strategy for Sales and Account Management *#MYSAM13*

Top 5 Drivers for Staying on Course to Exceed This Year's Revenue Growth Targets

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Purpose of Today's Webinar

Review critical drivers and associated “best practices” questions within each driver that will tune-up your sales and account management teams based on “Facts / Insights” you learn that will enable you and your team to exceed your annual performance targets.



Today's Call to Action

*Identify three actions you can take **NOW** from today's webinar to accelerate revenue growth!*

Poll

What best describes your current state?

1. I do not currently have a tune-up plan for myself / my team.
2. My current tune-up plan needs to be finalized.
3. I have thought about taking some action but have not decided on the specifics; the what and/or how yet.
4. We are doing so well that no mid-year tune-up is necessary!

Top 5 Drivers...

Optimizing Sales / Account Management Performance





1

Reward System

Example –
Cash is not
always king!

- Do I have the “Right” rewards for my team members?
- Are they rewarding right behaviors?
- Do I need to modify the plan to cause other behaviors?
- Is this the time for extra incentives / spiffs?
- Are other rewards important / necessary?
 - Trips
 - Cash?
 - Prizes
- Are my rewards timely?
- Does my team understand the reward system?

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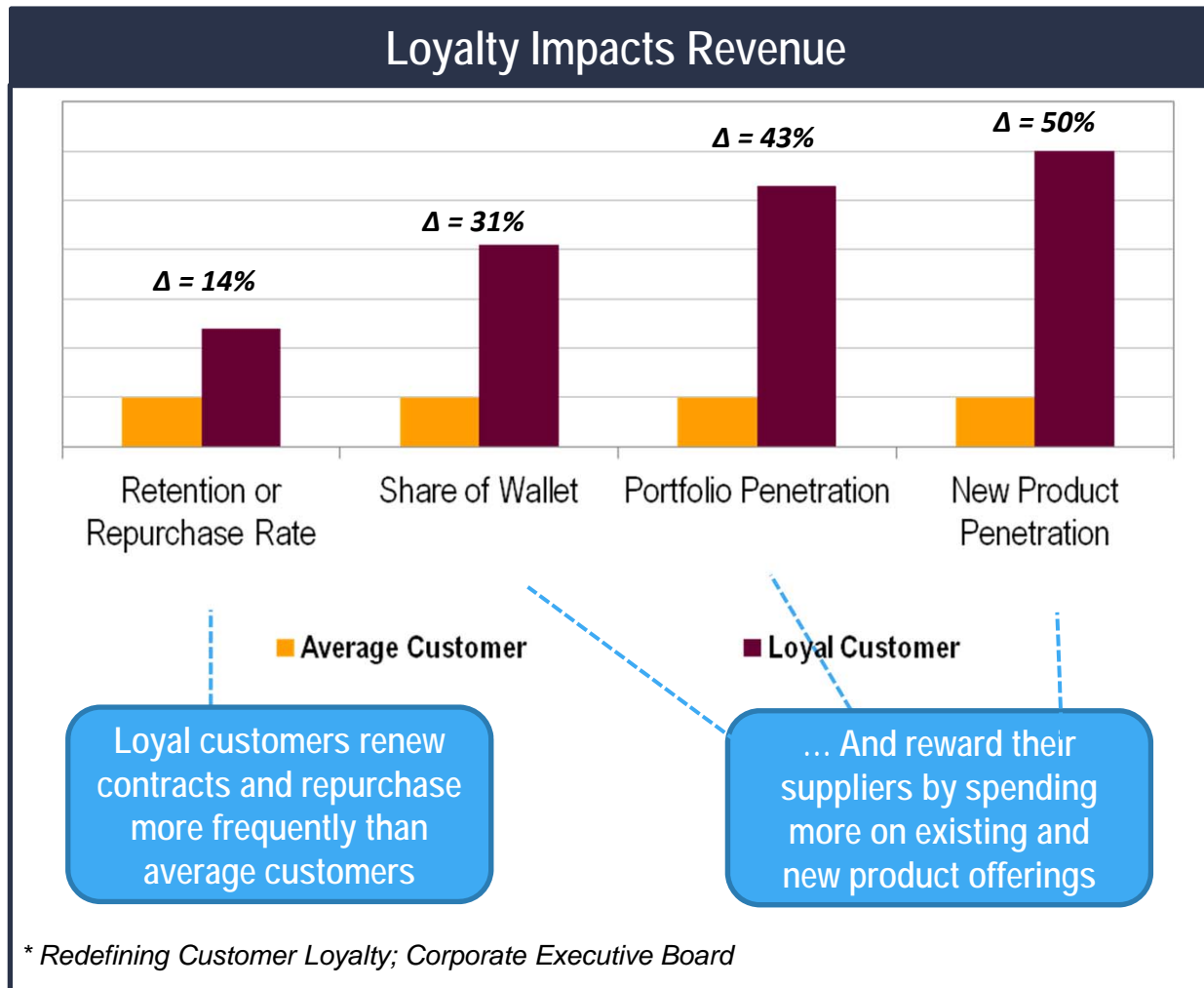
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Voice of Customers (VoC)

Example –
What VoC can tell
us that creates
revenue!

- Do I have the Voice of the Customer facts / insights?
- Are we using these facts / insights to create market / account specific strategy?
- Have I went and engaged (Closed the Loop) with select accounts around their feedback – opened new discussions / opportunities?
- Is it time to launch a new Voice of Customer" approach?

Why VoC Feedback - Measuring a Client's Loyalty...

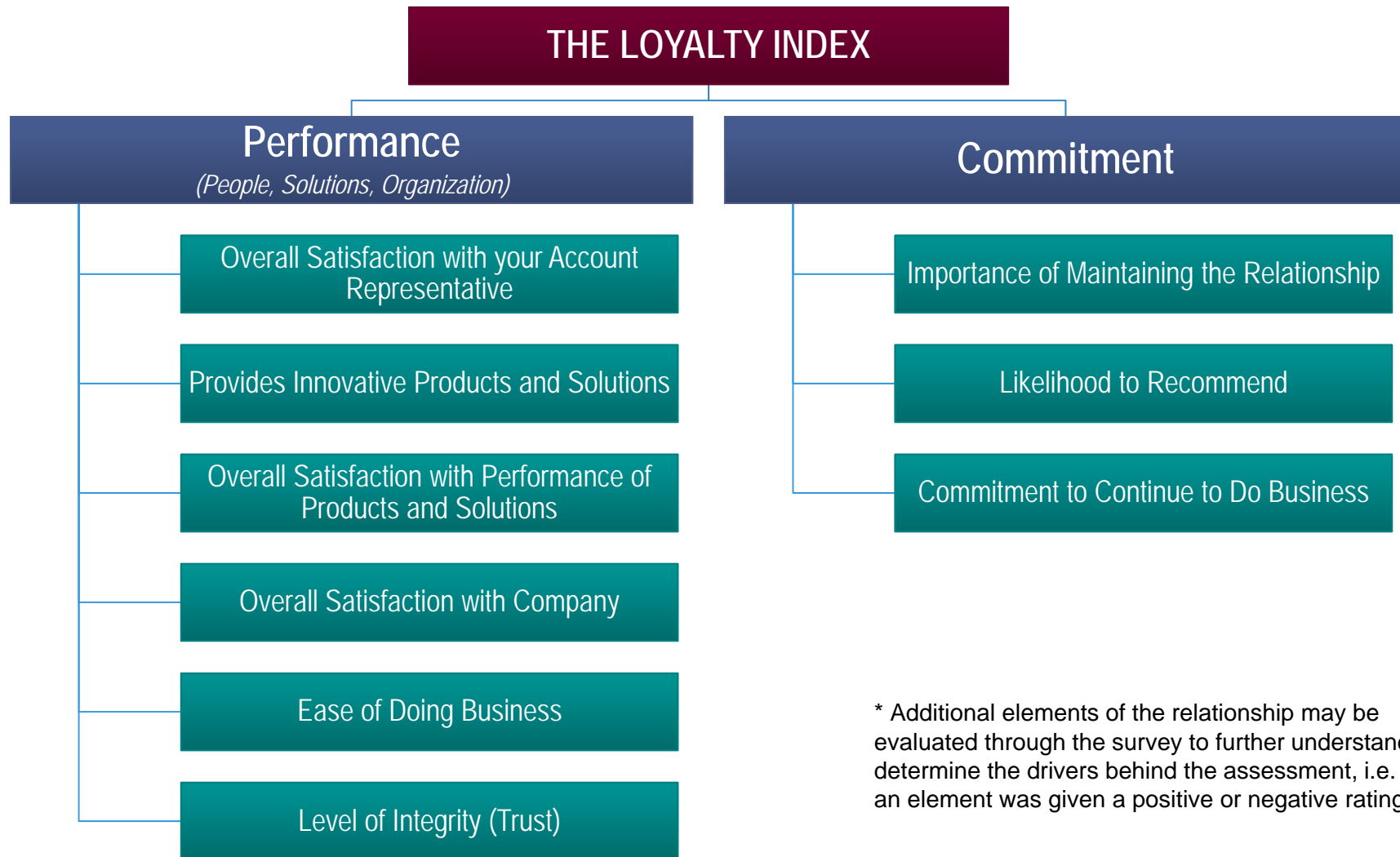


Except in a few rare instances, a complete and extraordinary customer experience is the key to securing Customer loyalty and generating superior long-term financial performance.

- Harvard Business Review

Measuring / Acting on the Right Facts / Insights

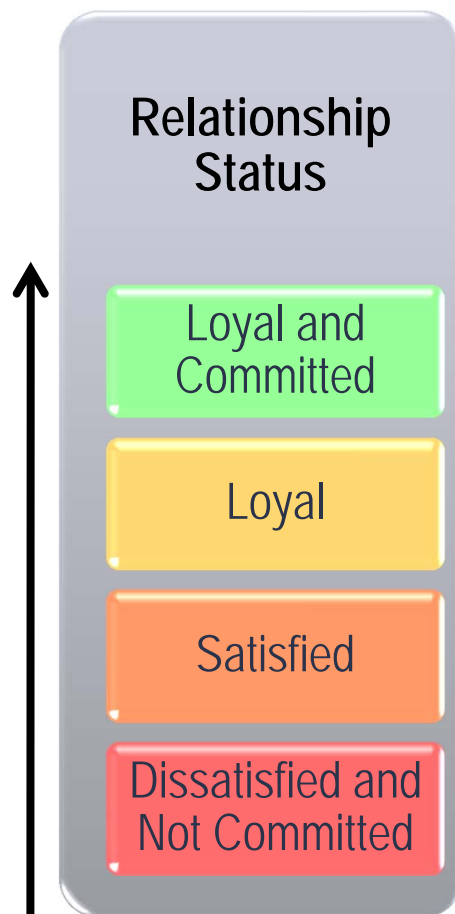
Core Components of the Loyalty Index



* Additional elements of the relationship may be evaluated through the survey to further understand and determine the drivers behind the assessment, i.e. why an element was given a positive or negative rating

“Mind the Gap”

Understanding the Difference between Committed and Non-Committed Customers



Business Leaders Need the Right Facts (survey results) ...

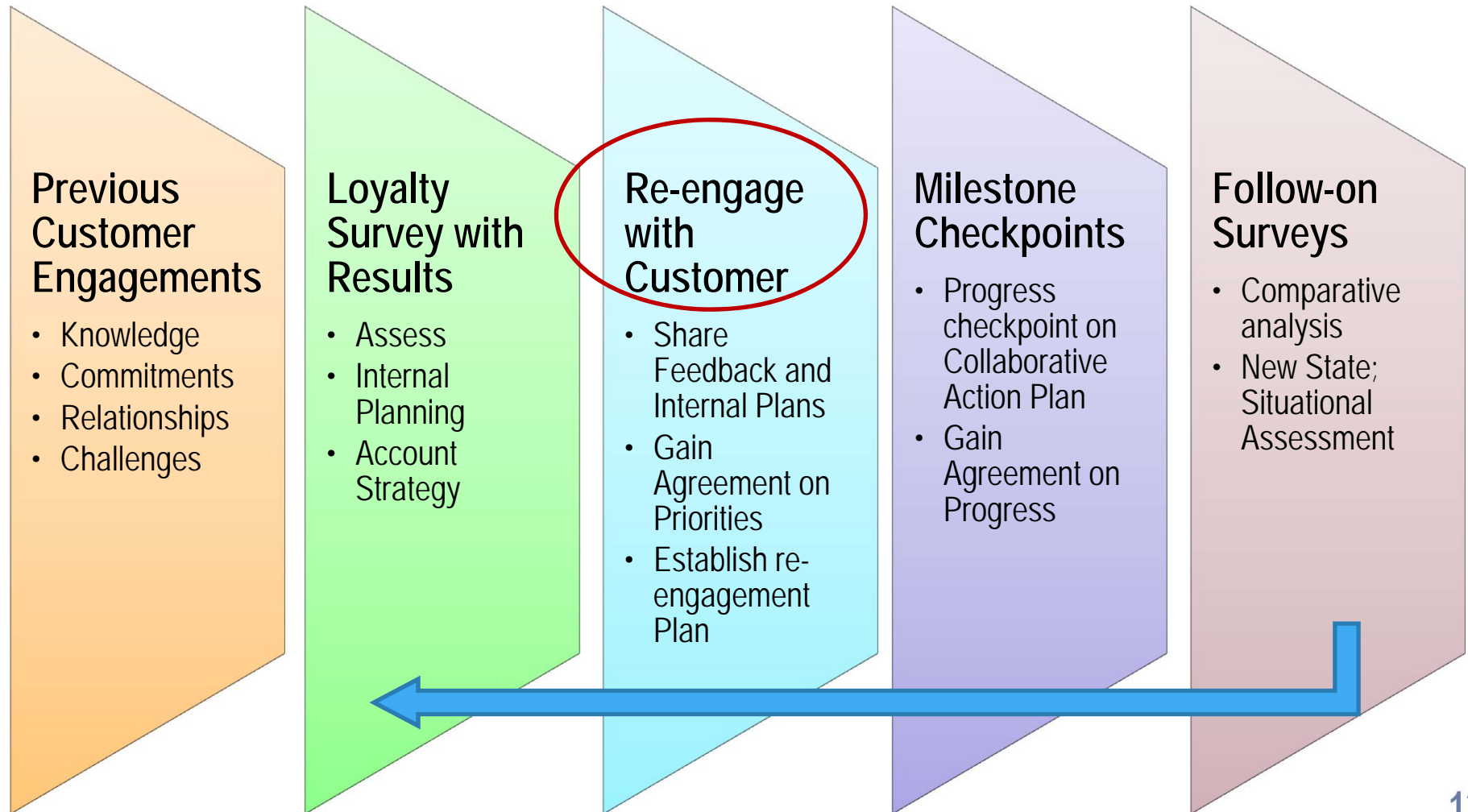
...that lead to the Right Insights (reports and analytics) ...

...to “Mind the Gap” and take the Right Actions (Prescription for Success) ...

...to Create Loyal and Committed Customers!

Transition Process – Feedback Into Action

Closing the Loop / Re-engage!



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Strategic Accounts

Example – A
Carnival Day...

- Have I re-assessed and re-engaged with my most loyal / long-term accounts – these are fertile fields!–
- Is it time for an external business review with select top accounts – maybe something has changed – opened up new opportunities?
- How about setting up a more senior “Peer-to-Peer meeting? Get you executive sponsor engaged with key influencers in your account!
- How about a “Carnival Day” at a Top Account – a day to highlight your innovation, resources, vision!
- Is it time to get the account team together and re-assess the account strategy - collaboration can be a powerful “idea” thing!



Hi-Value Activity Metrics - Dashboards

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- *If you can't measure it – You can't manage it!*
 - Peter Drucker
- Are we measuring the activities that create revenue? Our Cadence!
 - Conversations?
 - Phone calls?
 - Proposals?
 - VIP visits?
- Are we focusing on creating high-wide-deep relationships in accounts?
- Do we know our pipeline and sales performance ratios?
 - Calls to prospects?
 - Prospects to contracts?
 - Proposals to contracts?
- Are we delivering proposals with an Economic Value Proposition?

Example –
A Dashboard
Approach

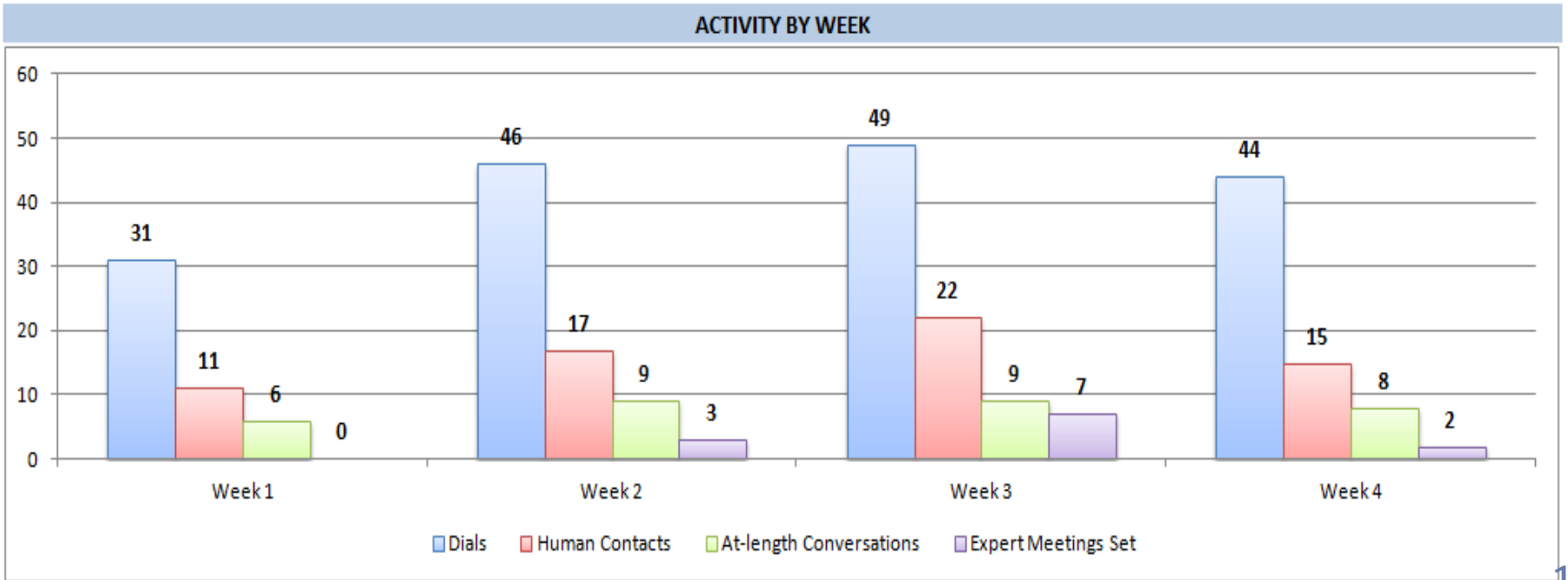
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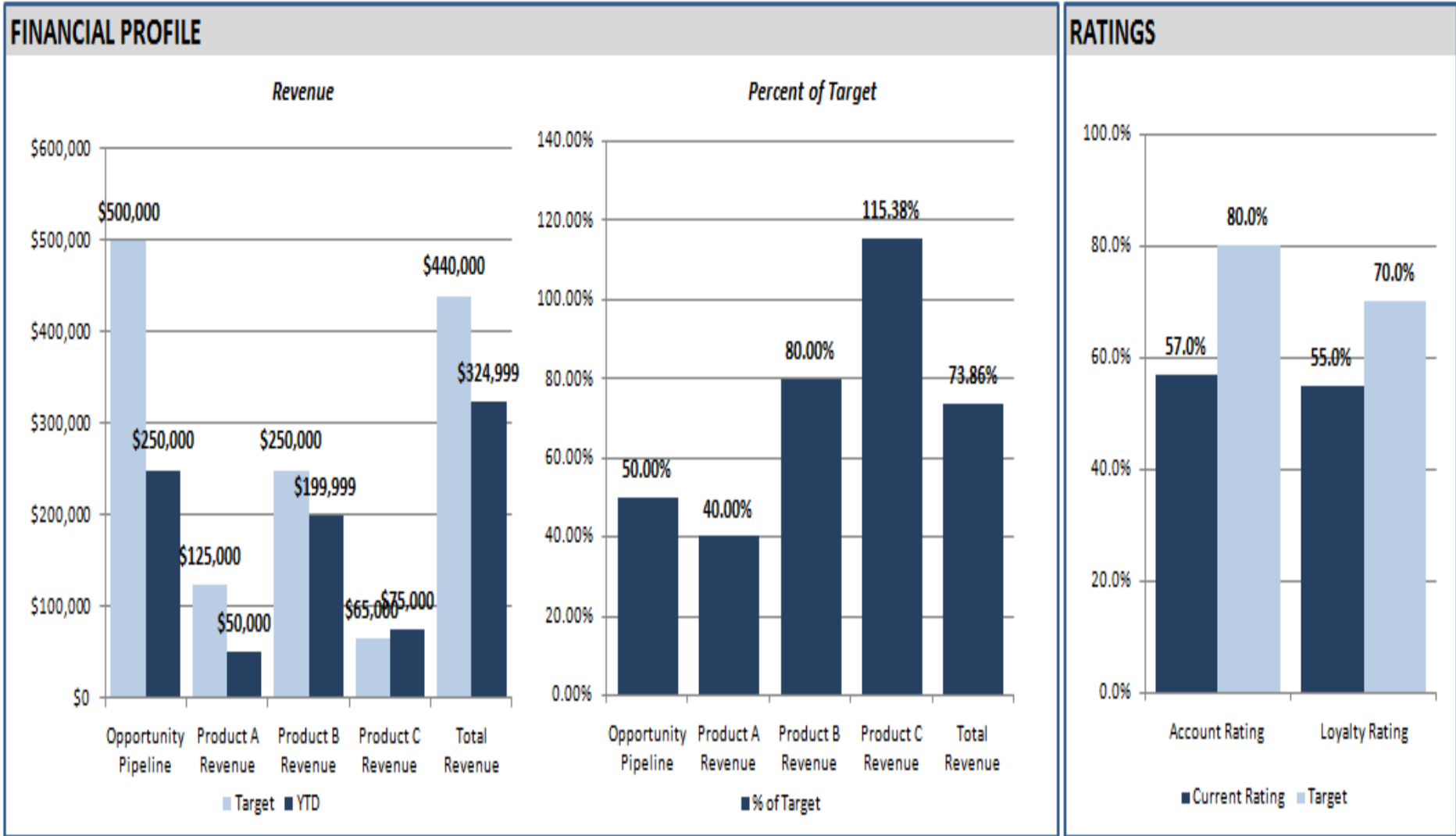
My Dashboard

Name: Lisa Gaskin

	Weekly Target	Monthly Target	Monthly Actual	% of Target
Dials	50	200	170	85.0%
Contacts	20	80	65	81.3%
At-Length Conversations	10	40	32	80.0%
Expert Meetings Set	5	20	12	60.0%

Monthly Product Discussions	
LoyaltyPro	112
XSalerator	4
LoyaltyPro & Xsalerator	26
Other	28





OPPORTUNITIES

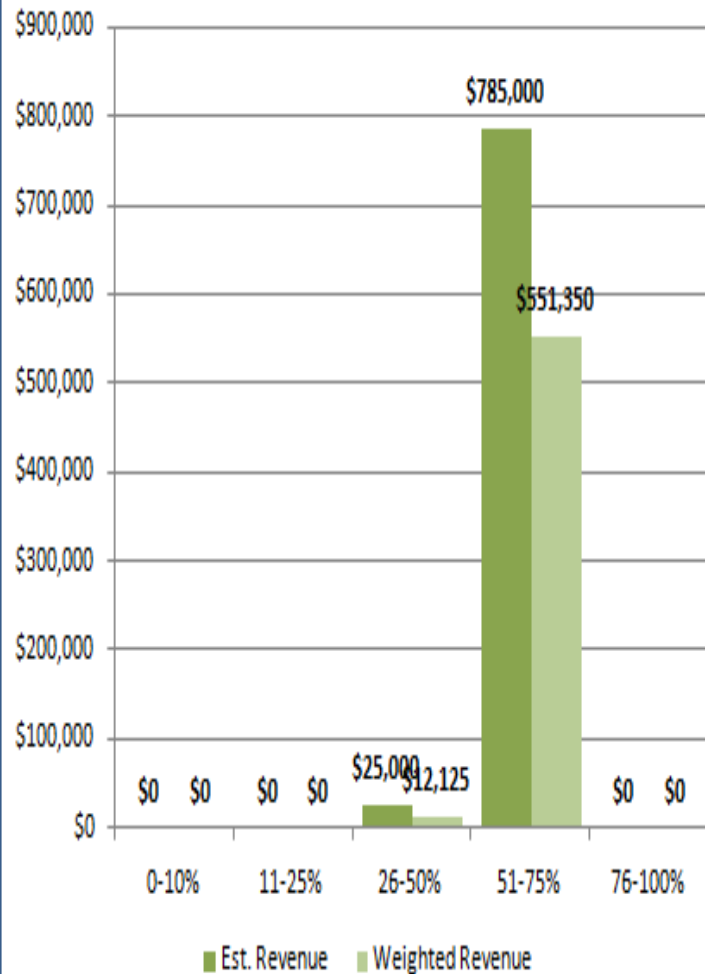
Total Est. Revenue:

\$810,000

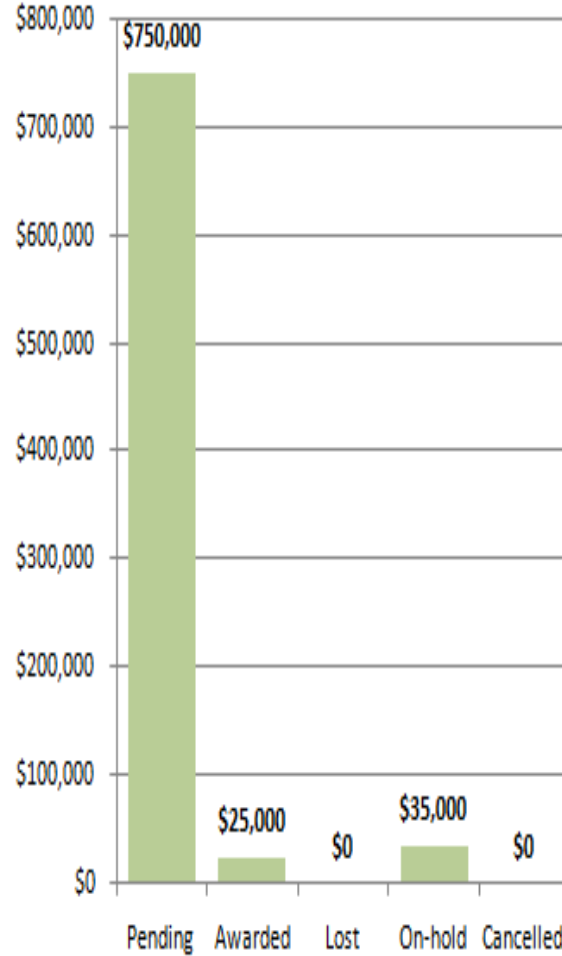
Total Est. Weighted Revenue:

\$563,475

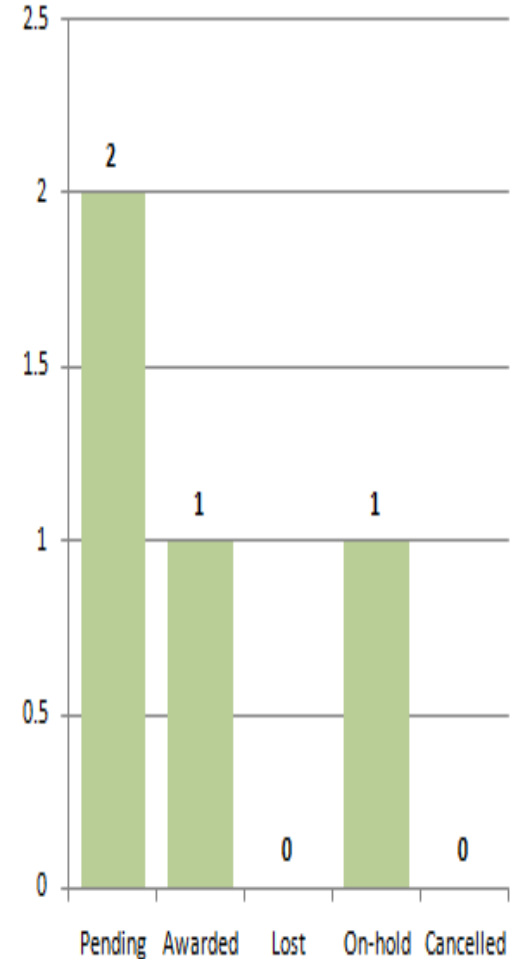
Estimated Revenue by Rating



Estimated Revenue by Status

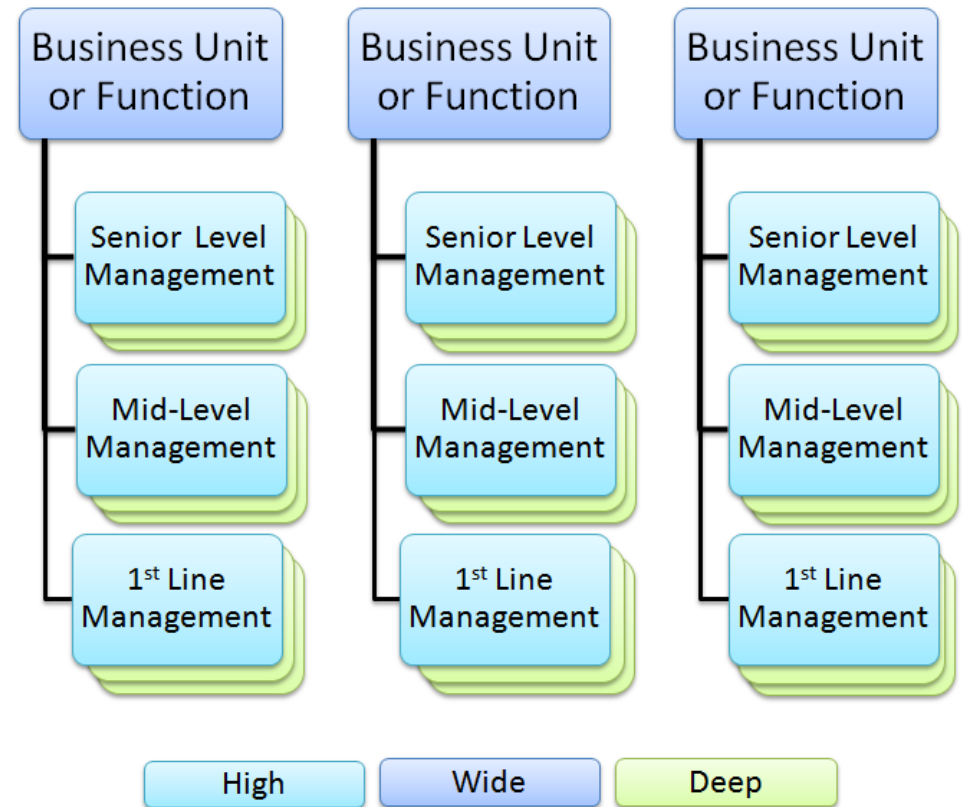


Number of Opps by Status



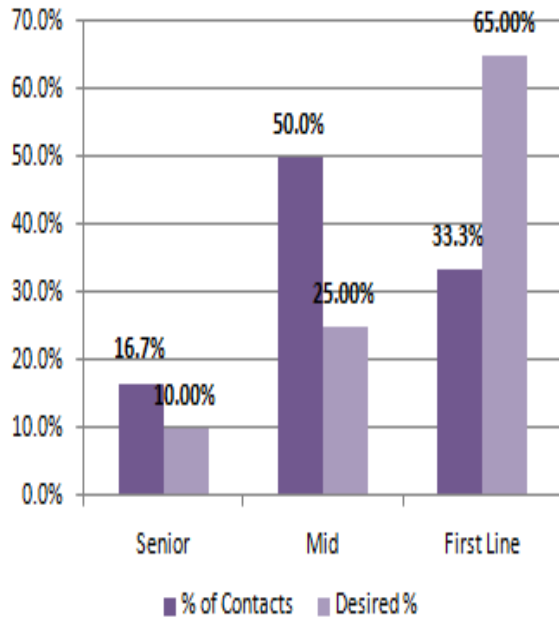
Ask The Right People; High – Wide - Deep

- The 3 x 3 x 3 approach - high, wide and deep across all management levels and functions with whom *your organization works with on a day to day, month to month, and/or year to year basis.*
- This validates Customer relationships from *multiple relationship management views* (Executive Leadership, Operations, Finance, etc.)

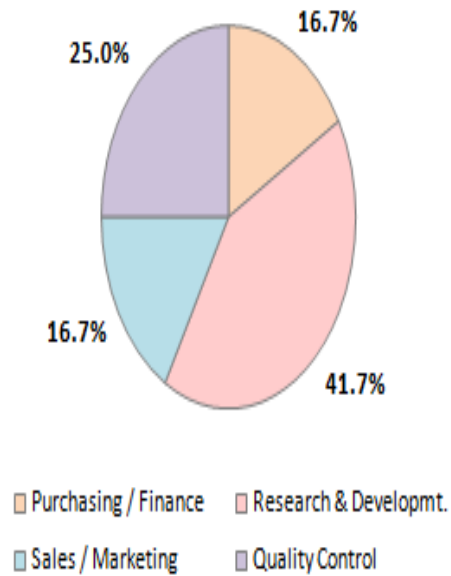


RELATIONSHIP DEMOGRAPHICS

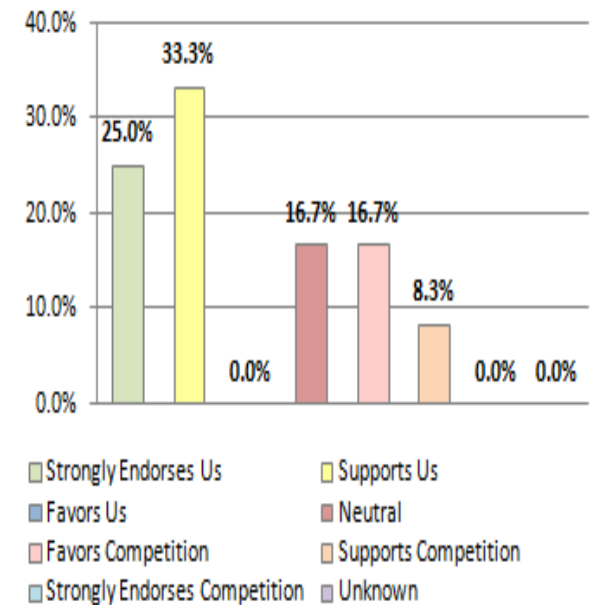
Percent of Contacts by Management Level



Percent of Contacts by Business Unit



Alignment Distribution of Contacts



The Language of Economic Value Propositioning

- Value Selling
 - A process embedded with best practices and methodology to enable a sales person to validate, communicate and gain buy-in on the total impact of their solution
- Economic Value Propositioning
 - An activity that focuses on linking, quantifying, and expanding on the sum of the “economic impact” of the features and benefits of any product / service
- ROI Analysis
 - Holistic assessment of how a supplier’s total solution improves client’s cash position; expense reduction, cost avoidance and revenue improvement

How are we Proposing to Financially Impact Our Client?

How are we communicating?

Expense Reduction

- _____
- _____

Cost Avoidance

- _____
- _____

Revenue / Profit Improvement

- _____
- _____



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Leadership - Coaching

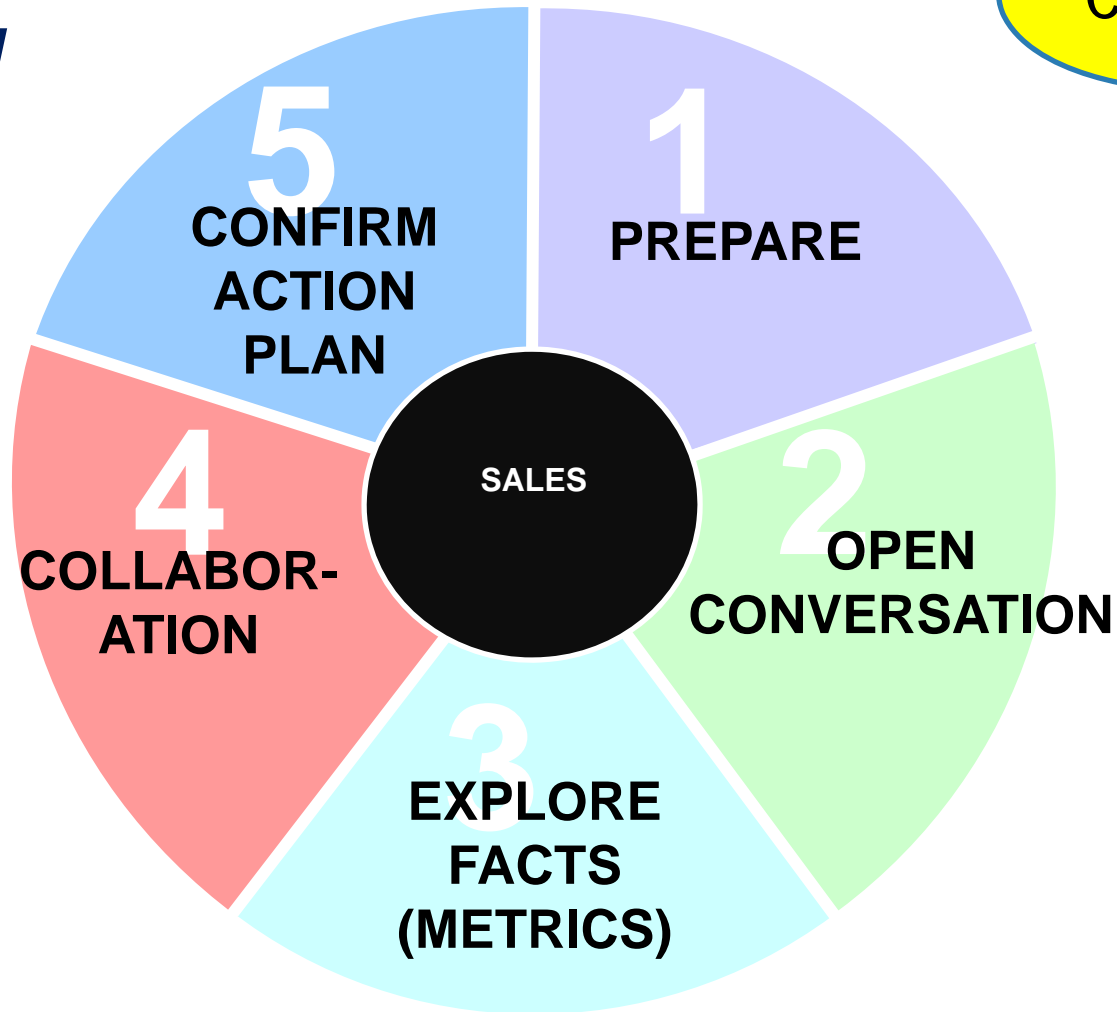
Example –
The Winning
Coach

- Are we conducting necessary coaching sessions?
- Do I need to do more frequent coaching sessions – tighten the interval?
- Would more field work help?
- Where and with whom am I as a “Coach” spending my time – need to change?
- Am I leading / coaching – or just managing numbers and activities?
- Can I improve a skill or process within my team that will create revenue?
 - Can my team deliver an Economic Value Proposition?

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The Fact-based Coaching Process

Cadence

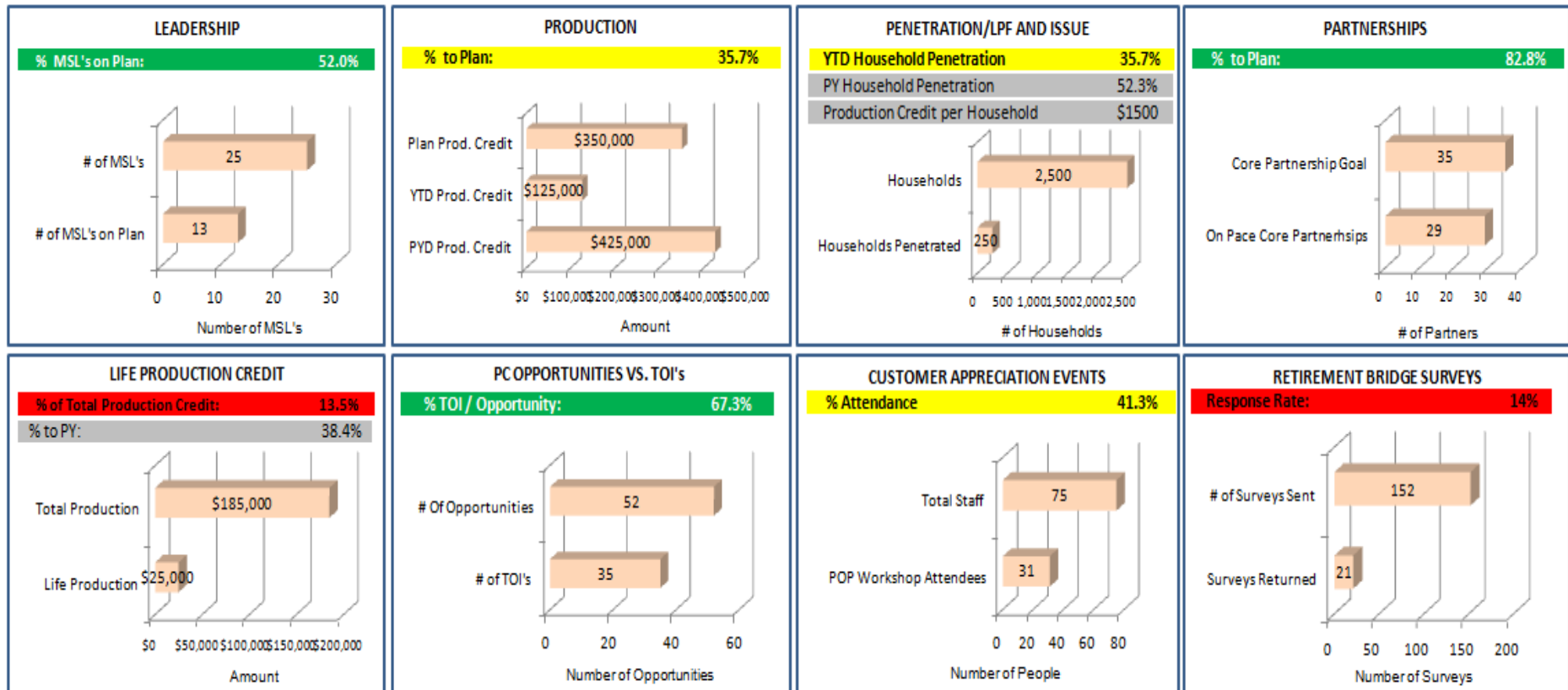


Coaching Dashboard – 5 Key Performance Drivers

Coaching Dashboard

Wednesday, March 25, 2012

Region: Territory: Market: EFS: Role: Date:



[Market Readiness Report](#)

What are your three actions to take?

The Tune Up – Assessment – Action – Results!

- *Reward System*
- *VoC (Facts / Insights)*
- *Strategic Accounts*
- *High Value Activities*
- *Leadership / Coaching*

- Talent
- Territory
- Planning



ChapmanHQ.com/Resource-Center

Additional sales and account management resources; methods, practices, thought leadership!



Join: Strategic Account Management Best Practices LinkedIn Group
[linkedin.com/company/the-chapman-group](https://www.linkedin.com/company/the-chapman-group)



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Q&A

Closing Comments