

strategy

What do we know about the client and their strategic objectives (think about what they already know about themselves and don't know about themselves) that will enable us to deliver a distinctive offer?

Key questions for any account plan/sales strategy

This document was put together to help our clients manage their key account or their sales strategy. These are the critical questions you need to ask yourself.

- What do we know about the client's industry (think about what they already know themselves and don't know themselves) that will enable us to deliver a distinctive offer?
- What (in addition) should they be worried about?
- In order to build a distinctive offer, who do we need to build alliances with at the client, what do we already know about them, how strong is our relationship really with them? What action do we need to take?
- Who do we need to build alliances with outside the client to be able to support them effectively, how should we do this?
- What changes are coming down the line (PESTLE*) in the next 1-3 years that we can make the clients aware of to help them realise their aims/objectives?
- What are our client's competitors doing and what opportunities and threats does this pose to our client? And what can we do to use this intelligence to support our client?
- If we were to identify the top 3-5 things that we could do to make a real difference to the client what would they be and why?
- What work have we done for the client before, how did it go and what feedback did we receive? As a result of this is there anything we need to do differently?
- What opportunities are already on the table, how can we maximise these and deliver a Distinctive Client Experience? Are they any we should park, if so why?
- In light of the above questions, what conversations do we need to have with our clients? What services could we offer them to help support the development of distinctive client experience? What steps should we take to make this happen?
- What resources, intelligence, collateral etc. do we need in place to deliver against the above and what are the risks and issues that could prevent us from achieving this that we need to address?
- Decision criteria - how does the client decide when facing competing offers?
- What criteria do they use?

* P = political
E = economic
S = social
T = technological
L = legal
E = environmental

If having done this you don't like the answers or can't answer some of the challenges, please make contact. Call 01737 642000 or email: johnmoss@jaconsulting.co.uk

Are there any gaps in the services we offer to clients that we want to fill? If so, why are there gaps and what do we need to do address these?

gaps