

# Shaping Up Account Management

Leading B2B companies use **key account management** to create value for their most important customers.

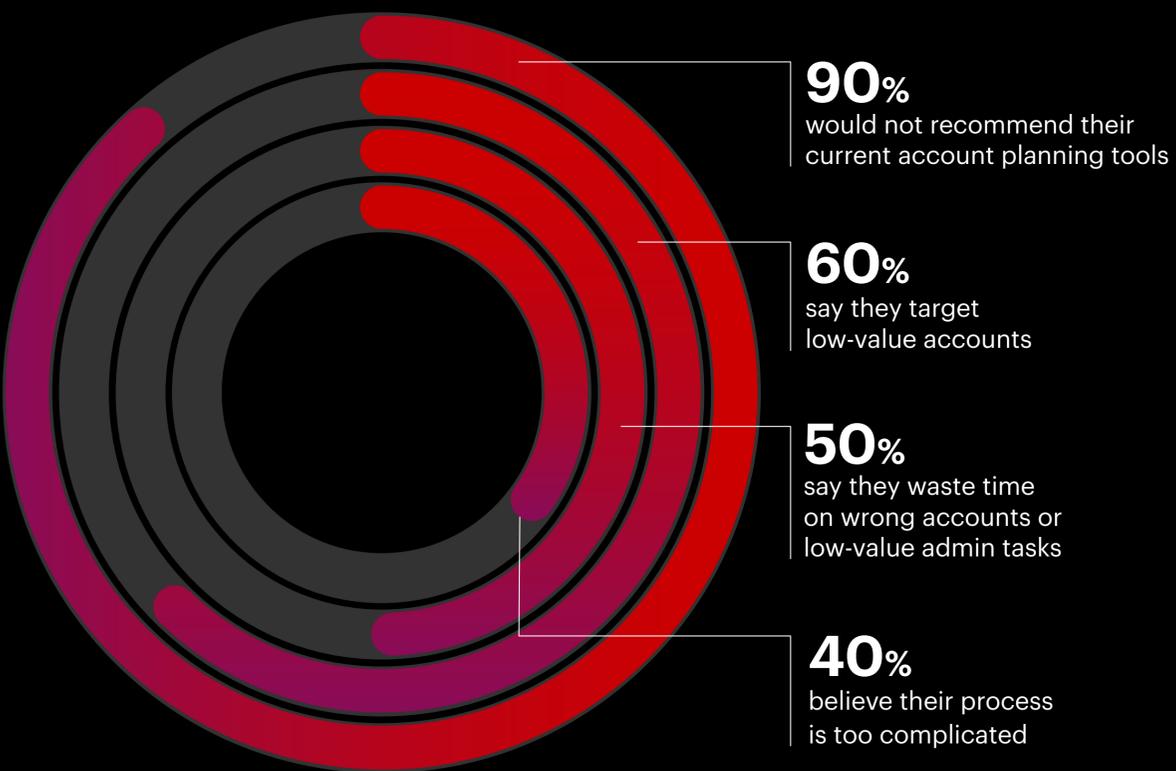
## Account planning pays off, but it's hard to get right

We surveyed sales reps and managers at nearly 200 companies.



believe account planning is valuable

## However . . .



## Leading firms do three things well

Our analysis shows those in the **top 15%** in market share and revenue growth **outperform** by:

-  **Mining insights**
-  **Developing sales plays**
-  **Using digital tools that make reps' lives easier**

## Four steps to improving account management

These moves help reps take a long view and **give sales leaders a better view** into all of the activities that can create value for the most important customers

- 1** **Build a "money map"** that segments and ranks accounts based on their potential
- 2** **Take an inventory of sales plays**—off-the-shelf strategies that teams can deploy with minimal friction
- 3** **Define winning behaviors and routines**, then support them through coaching and measurement
- 4** **Use digital tools** to track progress on sales plays and the health of customer relationships