

Retain and grow your Customers

Account Management Services

Presented by : Olivier Rivière

Hard Facts which can't be ignored

On average, in B2B,
existing Customers
contribute to
70% of revenue

Only 35% of sales leaders
believe Account Management
is a key strength of their
organisation

CSO Insights - 2018-2019 Sales Performance Report

Sample of 900 sales leaders

Managing Existing Customers

Driver of profitability

Selling to existing customers is 3x to 7x less expensive than acquiring new ones

Various Sources

Defining Account Management

Methods, processes and practices systematically applied to all customers to ensure satisfaction, profitability, retention and growth

A fundamental constituent of a company's operating model

Account Management



Frequent Challenges

- Not growing revenue strong enough on your existing customer base.
- Losing share of wallet or whole customers to the competition.
- Customers not knowing the whole breadth and depth of your offering.
- Sales reps not focused enough on the best customers and prospects.
- Customer Satisfaction Survey results not creating opportunities for new conversations.
- Internal tensions between teams related to customer management.
- Measured customer satisfaction too low.
- Customer churn too high.

Managing existing Customers

Account Management



Your Ambitions

- Grow revenue on the whole existing customer base and improve profitability.
- Sell more of your most advanced products, services and solutions offering.
- Streamline all aspects of Customer Management.
- Make customer-oriented cross-functional collaboration a tangible reality.
- Improve Customer satisfaction and loyalty.

Account Management Framework™

Our Account Management Framework helps all functions involved in managing customers deliver an exceptional experience while optimizing customer satisfaction, customer loyalty, and revenue growth. For the sales team, the AM Framework provides a powerful set of tools to help in prioritising, engaging with, and expanding their customer base.

Powerful Analysis and Planning

Our methodology provides a powerful, yet highly flexible framework to analyse the current practice of Customer Management and drive laser-focused improvements.



A rich & flexible tool box

We combine various instruments to develop a deep understanding of your current situation and co-develop and implement with your team the improvement roadmap.

- Executive workshop
- 360 Analysis (Audit)
- Team collaborative workshop
- Systems & Tool design
- Skills Profile, Training Path and Content creation
- Training & Coaching
- Digitalisation

Holistic approach

Our Account Management Framework, when combined with Business Ecosystem Selling and complex sales, makes your customer relationship management strategies far more effective. It also creates a stronger foundation for a Key Account Management initiative.



KAM With Passion - ©Copyright Olivier Rivière – 2008-2020

Account Management Services Matrix

Service Component	Collaborative Workshop	Design	Training & Coaching	Roll-Out
Getting Executives on-board on Account Management	XXX			
Getting Teams on-board	XXX			
AM 360 Analysis & conclusions	XXX	XXX		
AM Process and tools design	XXX	XXX		
AM Improvement Roll-out	XXX		XXX	XXX
AM Skills reference framework , training path and content development	XXX	XXX		
Account Management training & coaching	XXX	XXX	XXX	
Cross-functional alignment for Customer Management	XXX	XXX		XXX
Customer Targeting & Account Planning	XXX	XXX	XXX	XXX
Customer Satisfaction Survey / Beyond NPS	XXX	XXX		XXX
Customer Growth Tactics & Campaigns	XXX	XXX	XXX	XXX
Account Management Digitalisation	XXX	XXX		XXX

Account Management Services

Customer Case

German provider of complex financial assets management services

Following an extensive sales effectiveness audit, enhancement of the Account Management methodology and associated tools.

- Collaborative workshops to deepen the understanding of the current practice.
- Design of a Customer Targeting (categorisation) tool.
- Enhancement of the Account Profile & Account Management Tool.
- Design of an Account Management Playbook.
- Contribution to the design of the CRM (Account Management part).
- Training & Coaching.

Lasting tangible impact: Increased effectiveness of core Account Management processes, Homogenization of practice, clear prioritisation of Accounts, Improved up- and cross-selling on a large share of Accounts.



Our differences

Working with me/us on Account Management gives you access to:

- A long experience improving customer management in companies with various business models and culture.
- A solid flexible Account Management Framework adapting to any type of situation and goals.
- A broad range of consulting and training services, efficiently combined and fully customised according to your specific needs and way to operate.
- An approach which leverages your existing best practices and your team collective intelligence.
- A wealth of knowledge and experience in related and complementary areas: Sales Effectiveness, Business Ecosystems, Complex Sales, Account & Key Account Management,
- The capacity to mobilise a team of senior operational consultants across the world (via Powering - see “Ecosystem” on our web site).



Our Field of Intervention



Engage with your business ecosystem
Open a dialogue, create value, and pave the way to increased sales revenue.
Business Ecosystem Selling.



Win new customers
Master the sales process within a complex business ecosystem. **Sales Enablement & Complex Sales.**



Retain and grow customers
Efficiently and effectively manage your entire customer portfolio. **Account Management**



Create more value with key customers
Execute strategy faster and accelerate growth with **Key Account Management.**

www.kam-with-passion.com

KAM WITH PASSION

Consulting, Training, Coaching, Digitalisation

Olivier Rivière

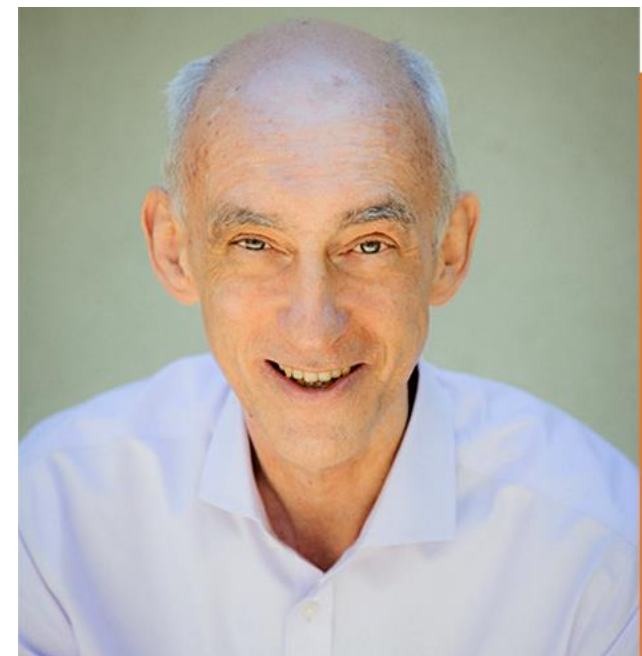
The Power of Purpose and Passion

I believe in the combination of intellectual rigor and pragmatism, in system thinking and collective intelligence, in the power of a rich experience across sectors, countries and cultures.

I do not believe in one-fit-all approaches and secret sauces.

I believe in the right mix of **Ambition and Humility**.

What about you?





Contact Me

Whatever your needs, sharing experience, connecting as a member of the same ecosystem, or looking for external help, I will be delighted to have a conversation with you.



K.A.M. With Passion



or@kam-with-passion.com



FR: +33 6 37 04 98 40
DE: +49 173 5731 586



www.kam-with-passion.com