

# Strategic Account Management

**Gain insights to promote thought partnership.**

## At a glance:

Strategic Account Management teaches a simple and disciplined approach designed to give you the tools and knowledge to develop, maintain, grow, and delight your largest, most profitable key accounts.

## Strategic Account Management provides a process to:

- ▶ Provide a long-term solution for successful business development and sustainable revenue growth.
- ▶ Improve sales through systematic development of key stakeholder relationships.
- ▶ Position your team to win critical opportunities.
- ▶ Identify and communicate competitive advantage.
- ▶ Improve teamwork in the sales effort.

In today's highly competitive marketplace, pressures on clients present new and difficult challenges to the way companies acquire business. This means client focus is more important than ever and you need to be more informed about the client's business and industry.

Korn Ferry's approach to Strategic Account Management reflects a proven process—a simple and disciplined approach to managing accounts.

## Performance objectives:

- ▶ Ensure that your strategic account plan has a simple, specific vision; is based on the client's view; fully addresses the client's priorities; and includes objectives and actions that result in the achievement of your vision.
- ▶ Effectively manage relationships with key decision makers and influencers, and create positive perceptions of your organization.
- ▶ Effectively manage the flow of information to maximize the number of opportunities to do business with the client.
- ▶ Effectively syndicate, align, and build internal support for your strategic account plan.
- ▶ Understand how to communicate and implement your strategic account plan to achieve maximum benefits.