

## INSIDE STRATEGIC ACCOUNT MANAGEMENT<sup>®</sup>

### A practical new perspective on managing relationships to generate sales

For most sales people, managing large accounts is a highly pressurised business. Swamped with data, yet often lacking key information that was never properly recorded by their predecessors, they struggle to make a connection between the long term strategic objective of building strong relationships and the immediate requirement to generate sales opportunities.

Conventional training approaches tend to compound the problem, weighing sales managers down with thick manuals and time-consuming paperwork. In contrast, the Gazing Inside Strategic Account Management System provides a totally practical approach that strips away complexity and replaces it with clarity.

On a single page, the Inside Strategic Account Management map shows precisely how the time and energy invested in developing relationships - often at many levels within an organisation - can result in a focused and effective sales strategy, based on an in-depth understanding of the individual customer's needs. Best of all, our innovative "real world" approach delivers immediate results: by the end of the initial workshop, sales teams will have analysed key customer relationships and listed specific live deal opportunities.

#### Inside Strategic Account Management: System Structure

##### Who is it for?

Anyone involved in the running of complex accounts, whether as a manager or salesperson.

##### How many?

Around 12 participants works best - but we're flexible.

##### What's involved?

Every Gazing System is delivered in three main phases:

1. Discovery: working closely with you to define specific objectives, and clarify the key pressure points affecting performance
2. Introductory workshops: introducing the key principles, maps and tools that make up our Strategic Account Management System; usually based on a 3 day format
3. Implementation: ongoing support, including a programme of customised modules, to develop and consolidate Inside Strategic Account Management skills by applying them to live deals.



gazing  
performance  
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## Gazing: Systems for improved performance under pressure

Gazing Performance is an international business currently working with clients in over 60 countries to deliver sustainable improvements in performance. Across the fields of business, sport and education, we help individuals and teams to maximise their potential and achieve better results, whatever the pressures they face. We do it by devising and implementing systems that give people the direction, the insight and the practical tools they need to deliver their best when it really counts.

**In addition to Strategic Account Management, Gazing Performance Systems cover: Sales, Management, Leadership and Customer Service, as well as Sport and Education.**

Find out more at [www.gazing.com](http://www.gazing.com)

### The Gazing Inside Strategic Account Management System

Like all Gazing Performance improvement Systems, Inside Strategic Account Management works on three levels to help people optimise their natural talent and acquired skills consistently when the pressure is greatest:

#### 1. Seeing the big picture

Gazing Systems are based on key principles that provide an overall sense of direction. In the case of Inside Strategic Account Management, the “big idea” which drives practical action is that building multiple relationships within a customer organisation and generating sales opportunities are part of the same process; and that success depends on the ability to shift between these long and short term goals.

For most salespeople, whose focus tends to be on immediate objectives, this switch to a more strategic mind-set does not come naturally. But, with the help of the Gazing Inside Strategic Account Management map, they quickly come to see how everything connects; how good relationships can equate directly to good results.

#### 2. Understanding the framework

On a single page, the Inside Strategic Account Management map provides a consistent framework for successful account management, clearly setting out the three main components in the process.

The first is concerned with gathering and collating useful information about an account, in order to understand how best to help the customer. Using this information, the next step is to develop a strategy; a systematic means of developing, assessing and prioritising opportunities in a way that meets the customer’s objectives. Finally, of course, comes the transition from account management to specific deal progression.

And it’s here that a more strategic view of the relationship pays dividends, ensuring that the sales effort engages with genuine customer need, and also that the opportunity being pursued is the one with the greatest long term potential. (Importantly, at this stage, Inside Strategic Account Management dovetails with Gazing’s Inside Selling System, which focuses specifically on how customers arrive at a decision to buy.)

In addition, the map provides account managers with valuable guidance on how to develop a planned approach to building productive long term relationships with individual and groups within the customer organisation. And it also signposts the way to establishing the credibility on which a really strong customer/supplier partnership depends.



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### 3. Using the right tools

The final component in any Gazing Performance improvement System are the practical tools which are used in conjunction with the map to achieve optimum results.

In this case, there are two: the Account Portfolio tool, which is used to capture valuable customer information efficiently, in a way that ensures it stays within the company; and the Deal Diagnostic Document tool, which is the means by which account strategy is translated into deal activity.

During the workshop, individual salespeople or teams are shown how to apply these tools to a specific account, to identify current live deal opportunities.

#### Results and benefits

The Gazing Inside Strategic Account Management System will permanently change the way that people within your organisation think, feel and behave in relation to maximising the long term value of key accounts. In overall terms, the key benefit will be a greatly enhanced ability to generate sales opportunities while maintaining a wider strategic view of customer relationships.

More specifically, at the end of the introductory workshop, every participant will have:

- A clear understanding of the key principles involved in managing accounts with a view to generating sales opportunities
- A working knowledge of the Inside Strategic Account Management map and the two main tools, the Account Portfolio and Deal Diagnostic tools
- A clear analysis of a key account, together with a list of specific live deal opportunities, and the most important next steps in pursuing them

Another key advantage of the Gazing approach to account management is that the whole team can use it, which means sales managers can be sure that everyone is using the same methods, in working to achieve shared objectives. Just as important, a systematic common approach to gathering and collating account data means that information is always available when needed (rather than being lost, as it often is, when an account manager leaves the business).

One last vital consideration: our Strategic Account Management system is fully compatible with all major CRM systems - adding the "human dimension" without which even the most advanced technology can never achieve optimum results.

#### Why maps are the way to go

Maps are the single most distinctive and innovative feature of the Gazing approach. We believe they are, quite simply, the most powerful and practical form of communication available. There is nothing theoretical about a map; it shows where you are, where you want to be, and how to get there. It helps get you moving in the right direction. And, best of all, you don't need to be taught how to use a map; from the moment it's in your hands, you can start using it.



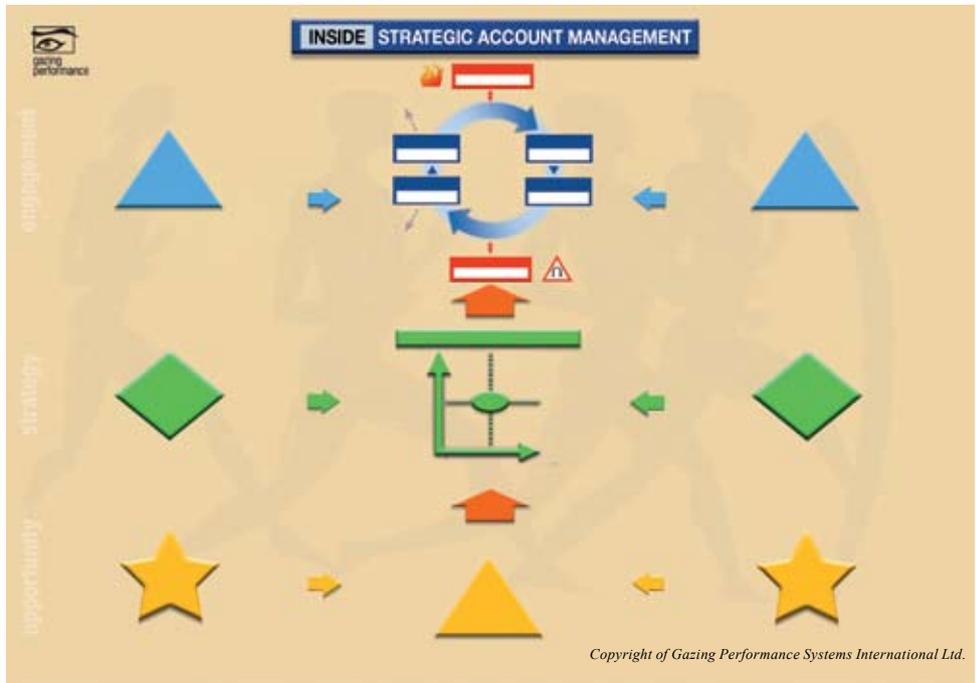
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Unlike maps of physical terrain, ours represent a mental landscape; and since the broad principles of how the human mind works don't change, a Gazing map will never become out of date. This universal quality also explains why many participants find that our maps can be useful in all kinds of situations, not just professionally but also within their personal lives.



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