

Flinn Associates Monthly Newsletter

Key Accounts

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As a sales manager, one of the major areas of responsibility is to identify opportunities for profitable growth. One of the most successful ways to uncover potential growth is to focus on a few key customers. Use these key accounts as a resource to identify the way your products and services are scrutinized and their value understood from the customer's point of view. Two things will happen taking this approach. 1.) You will be able to determine the effectiveness of the current sales programs to communicate the value and advantages of your products and services and 2.) You will have a better understanding from the customer's viewpoint of what is needed to become more successful.

Why is this an important step? From my experience, the closer I built the relationship with my key customers, the more likely it was that the products and services which I chose to provide were focused to meet actual needs. Adding a layer of service or product enhancement to a qualified segment of your customer base has a real benefit. It is a laser approach to satisfying the specific needs of your customer. Furthermore, a deeper understanding of your customer's needs and creating specific programs addressing these needs is an advantage, which your competition may not easily overcome. A customer-focused approach creates a level of service, which now becomes the standard for your company. In the end all of your customers will benefit from your insight obtained from a superior understanding of the needs of your key accounts.

Addressing the needs of your top accounts, focusing programs which address these needs, will have a major impact on your overall sales growth. The impact of a mere two percent growth in sales with your top three or four accounts versus a ten percent growth of your bottom twenty accounts is obvious. Additionally, utilizing this approach with lower sales volume target accounts may provide you with the insight and understanding needed to stimulate sales growth with this customer segment as well.

If this all sounds familiar to you, but if you have been less than conscious about understanding the needs of your customers, then I encourage you to take the time now to improve your relationship with your key accounts. To learn more about understanding the importance of a customer-intimate approach to creating sales programs, [contact Flinn Associates](#) today.