

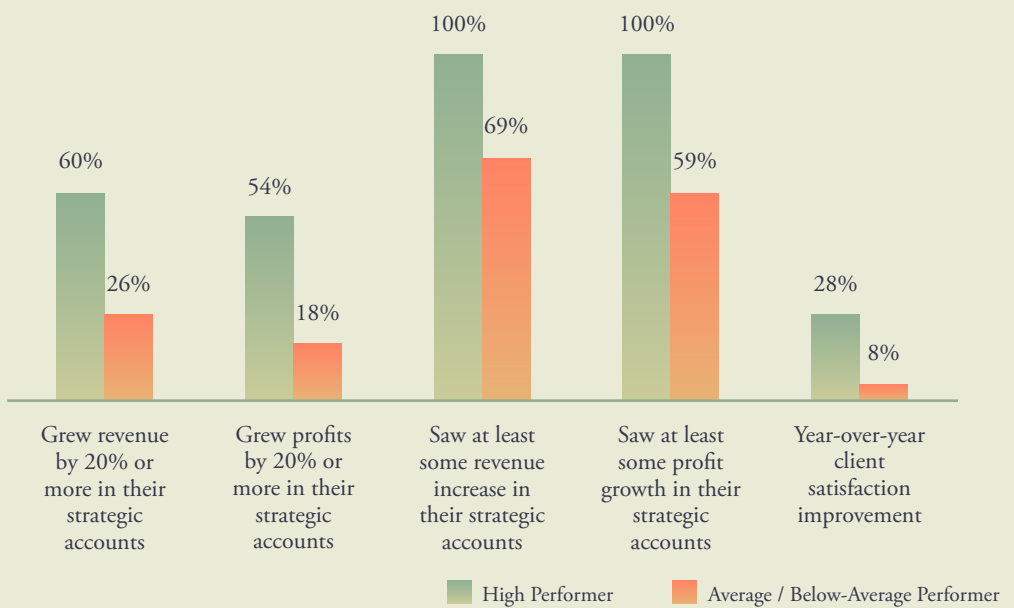
THE CHALLENGES OF Strategic Account Management

For our 2012 *Benchmark Report on High Performance in Strategic Account Management*, we studied a variety of factors influencing strategic account management (SAM) success, including: process, SAM team and capabilities, ability to maximize value, SAM strategy, structure, and more. In the research process, we analyzed a list of 19 challenges that often derail SAM effectiveness. Below are some interesting points from our analysis of these challenges.

We studied **373** companies with formal SAM initiatives

72 of them are high performers

High performers had the strongest results...

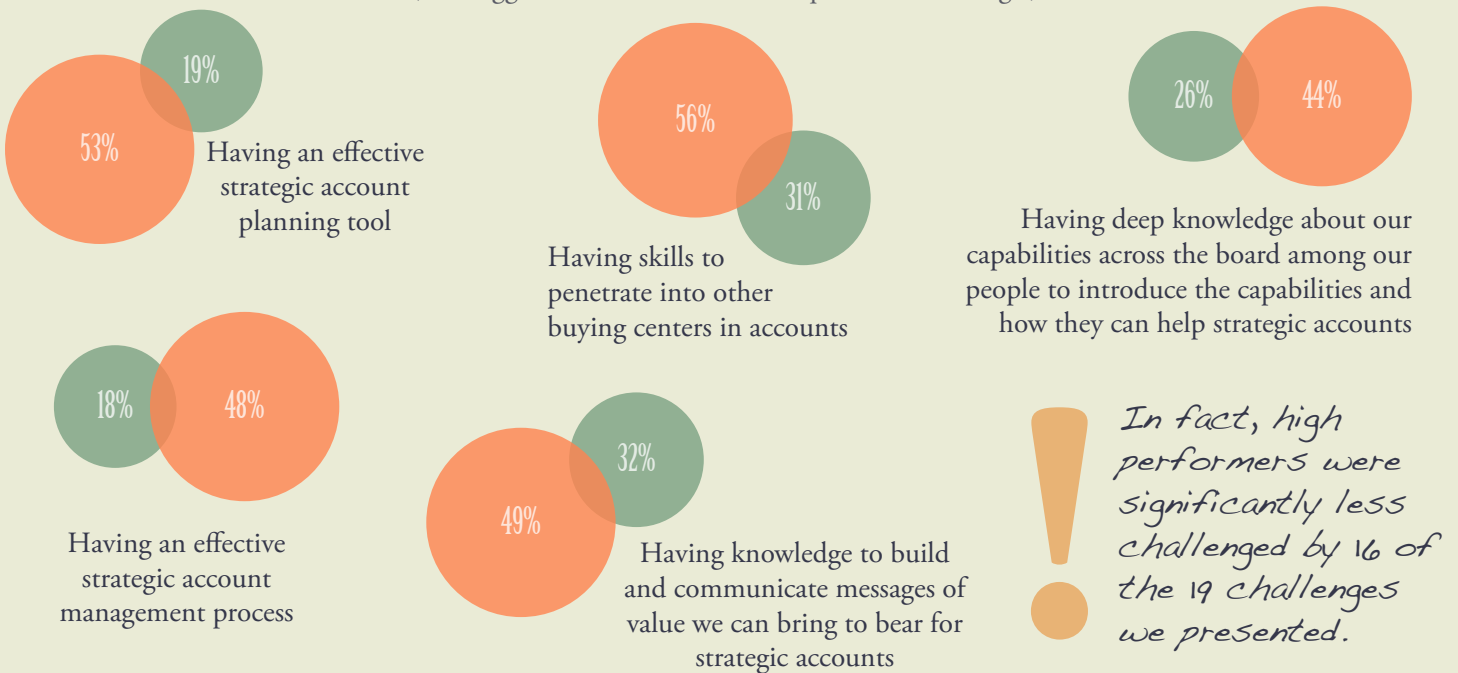


Are you ready to overcome challenges?

6 of 10 respondents believe they should be generating 25% or more revenue in their strategic accounts. 3 of 10 respondents believe they should be generating 50% or more.

What are some of the challenges that affect average / below-average performers more than high performers?

(The bigger the circle, the more frequent the challenge.)

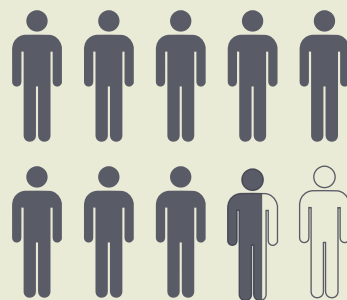


Was "Gaining support from company leaders to focus on SAM" challenging to either group?

No.

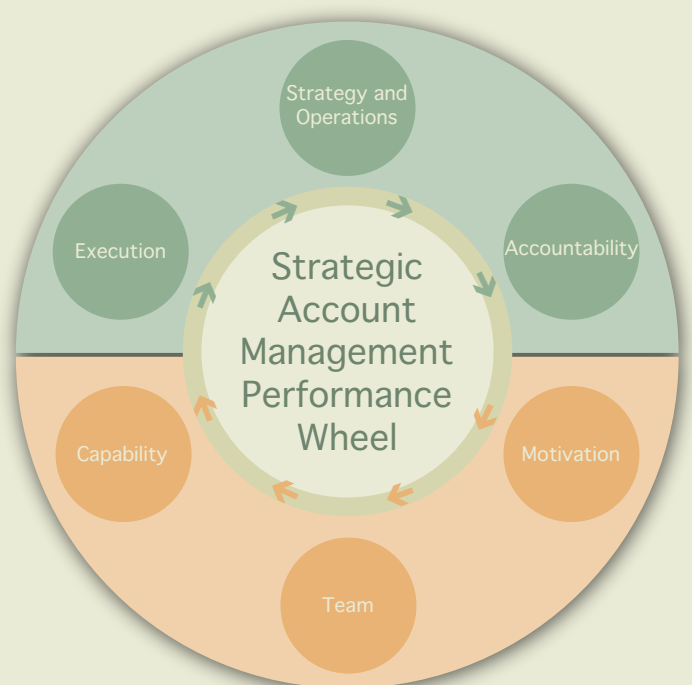
It ranked 18th of 19 challenges for both.

However, high performers were significantly less hindered by 8 other challenges that indicate leadership support for SAM.



88% of respondents expect SAM focus to increase over the next two years

Our Strategic Account Management Performance WheelSM is comprised of over 100 individual components in 6 key categories that affect SAM performance. This research covered topics across the Wheel.



What can you do to ensure your company is a high performer?

The full *Benchmark Report on High Performance in Strategic Account Management* includes over 40 pages of graphs, charts, and analyst commentary and insights.

- Visit our website to find out how you can access the full report or to benchmark your company against high performers.
- Download our white paper, *Why Strategic Account Management Fails — And What to Do About It*.
- Work with RAIN Group to craft your SAM Strategy, improve your SAM process, and train your team.



RAIN Group