

STRATEGIC ACCOUNT POSITIONING REALITY CHECK

This exercise will allow your sales reps or account managers to determine how they are positioned with the accounts they've identified as "key" or "strategic."

Have your reps evaluate one account at a time, answering each question on the next page with a score of 1-5 based on the following key:

1 = Never the case

2 = Very rarely the case

3 = Sometimes the case

4 = Mostly the case

5 = Always the case

You'll find a scoring guide on the final page of this download that will help you and your team understand where they stand in terms of positioning with each of their accounts.

From there, you can determine if effort needs to be made to improve the positioning with an account, or if the account's prioritization should be reconsidered.



REALITY CHECK QUESTION	YOUR ACCOUNT
I have had discussions at the executive level about the future direction of the organization.	
My key contacts are in positions that have access to future plans and directions.	
My key contacts and I mutually share valuable information whenever we meet.	
My key contacts suggest that we have meetings with other key decision makers.	
My key contacts believe that our product or service should receive preferred selection or vendor status.	
My key contacts clearly know how our product or service can provide superior solutions and actively work to further our agenda.	
My key contacts have helped me understand the protocol, procedures, and policies related to how his or her organization buys products or services.	
My key contacts allow me the latitude to openly suggest meeting with others whose position can be improved through the use of our products or services.	
My relationship with my key contacts has grown to partner status rather than remaining solely as a vendor relationship.	
My key contacts know precisely the strengths, weaknesses and correct application of our products or services for more than meeting immediate needs.	
TOTAL:	





SCORING GUIDE

10 to 29 points = Grade F
(You're seen as an enemy in their midst)

30 to 39 points = Grade C
(You're seen as a mild to severe adversary)

40 to 50 points = Grade A
(You have built a strong internal advocacy)

Accounts that will give your team members the highest return for their efforts will be accounts they are strongly positioned with, and that have a high payoff in terms of potential profitability.

Understanding what makes an account "attractive" will help your team members decide where they should invest their time and energy.

The Brooks Group's Strategic Account Management training program covers this exercise and goes deeper to teach participants a highly-practical system for identifying key accounts and developing them in ways that will strengthen the client relationship—and drive additional sales revenue for your company.

**LEARN MORE ABOUT THE STRATEGIC ACCOUNT
MANAGEMENT PROGRAM NOW**

LEARN MORE

<https://brooksgroup.com/sales-resources/strategic-account-management-training>

