

## Strategic Accounts Program Capabilities

### Executive Summary

*SALES and LEADERSHIP Excellence (SLX)* is a consulting, training and coaching company that specializes in Strategic Accounts Management. *SLX's* President, Don Gracy, has 20+ years experience working with companies such as GE, Hubbell, Computer Associates, Parametric Technology (PTC), Thermo Fisher Scientific, Sun Microsystems, CommScope and others. At PTC, Don started up a highly successful Strategic Accounts Management (SAM) Program, which drove revenue growth of over 30% per year on a shoestring budget. *SLX* is also a representative of NewLeaf Partners, a highly respected global sales training and consulting firm with deep experience from working with Price Waterhouse, Cisco Systems, Alcatel, IBM, Siemens and many others.

### Capabilities Summary

#### SAM Program Creation, Launch, and Operations

- SAM Readiness Assessment
- Organizational requirements capture
- Internal & external communications
- Proving business case / gaining executive buy in
- Program launch / organizational buy-in
- Scope decisions
  - National vs. global
  - Business units, product lines
  - Etc.
- Account selection (portfolio) process
- Organizational structure
- Team roles & responsibilities
- Rules of engagement
- Organizational alignment
- Sales process development
- Peer matching: Executive Sponsors, Product Management, etc.
- Customer-Facing
  - Value to customer of being a strategic account
  - Communications materials (Program Decks, etc)
  - Collaboration: joint planning, alliances and product co-creation
  - Executive events
  - Customer Advisory Boards
- Program impact measurement
- Measuring & Communicating Results
  - Suggested Metrics
  - Internal Reporting
  - External / Public Relations
- Customer Loyalty Process and Tools
- Feedback and continuous improvement process / re-launch
- Etc.

#### SAM / Extended Team Talent Management

- Compensation – SAM, managers, and extended team
- Team selections - Recruiting, hiring and promoting
- Recruiting, Retention and Development Strategies
- Competencies and assessments
- CXO Relevancy, Conversation Skills, Business Acumen
- Business Case Selling
- Account and Opportunity Planning
- How to manage global accounts & selling teams
- Games & Simulations
- SAM and extended team coaching
- SAM symposiums and best practices sharing
- Resolving key “blocking” issues / ombudsman
- Etc.

#### Tools and Systems Development

- Account team tracking and management
- NewLeaf Value Compass® Executive Call Prep Tool
- Customer information systems and research
  - Stratascope® Client Research Portal
  - Other free sources
- Internal website development
- CRM and reporting
- Etc.

#### Miscellaneous Speaking Topics

- Building a high-performance SAM Program on a small budget
- Web 2.0 SAM strategies
- Custom

**World-Class Assessments,  
Coaching, Training and  
Tools That Produce  
RESULTS**