



Strategic Accounts Program Capabilities

Executive Summary

SALES and LEADERSHIP Excellence (SLX) is a consulting, training and coaching company that specializes in Strategic Accounts Management (SAM). *SLX's* President, Don Gracy, has 20+ years experience working with companies such as GE, Cisco, Dimension Data, VCE/EMC, Computer Associates, Parametric Technology (PTC), Thermo Fisher Scientific, Sun Microsystems, CommScope, Hubbell, and many others. Don has created and executed several highly successful SAM Programs throughout his career that have delivered hundreds of \$ millions in revenue and profits. **Success stories include \$60M growth in profit in across an account portfolio and driving a single new account from \$0 to \$100 million in revenue in just 2 years' time.** Don has refined and expanded SLX's successful methodology from the field level up to the corporate level - customizing it for companies large and small - to deliver results that are not only transformational, but sustainable as well.

Capabilities Summary

SAM Program Creation, Launch, and Operations

- SAM Program Readiness Assessment
- Organizational requirements capture
- Internal & external communications
- Proving business case / gaining executive buy in
- Program launch / organizational buy-in
- Scope decisions
 - Regional vs. national vs. global
 - Business units, product lines
- Account selection (portfolio) process
- Organizational alignment structure
- Team roles & responsibilities
- Rules of engagement
- Organizational alignment
- Sales process development and refinement
- Peer matching: Executive Sponsors, Product Management, LOB, etc.
- Customer-Facing
 - Value to customer of being a strategic account
 - Programs communications materials
 - 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

SAM / Extended Team Talent Development

- 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
- Selling Business Outcomes
- Account and Opportunity Planning
- How to manage global accounts & selling teams
- SAM and extended team coaching
- SAM symposiums and best practices sharing
- Resolving key “blocking” issues / ombudsman

Tools and Systems Development

- CRM integration and reporting
- Account team tracking and management
- Customer information systems and research
- Internal SAM website development

Other Engagements

- Targeting, gaining access and penetrating new accounts
- Building a world-class sales training program
- Pipeline management and forecast accuracy

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