



## How to Write a Strategic Account Plan

By Ron Snyder

### How can you write a Plan that enables you to Penetrate and Grow a Strategic Account?

In order to gain the insights you need to create a winning plan, you must ask the right questions. Use this checklist as a guide. Your plan will guide your strategic account reviews and will help you manage your team.

#### 1. Analyze your Target Account's Business

Start with what is going on in your account's business.

- What are the key trends in their industry?
- Who are their top prospects and customers?
- What are the top issues facing their customers?
- What are the critical trends in the geography?
- What is reflected in their financial reports and news about them?



#### 2. Understand what is Driving the Account

You must understand their objectives and challenges.

- What are their strategic initiatives?
- What are the characteristics of their high-payoff customers/prospects?
- Are there verticals that they are winning in more than others? Why?
- What "pain" or business issues do they solve?
- What is their competitive position?
- What is their purchase history and decision-making process?

#### 3. Clarify your Strengths, Weaknesses, Opportunities and Threats (SWOT)

Conduct a SWOT analysis that examines how you can help this account.

- What **Strengths** can they benefit from? For example, a unique business model or capabilities.
- Which **Weaknesses** do you need to respond to? This includes the strengths of competitive and alternative solutions.
- Which **Opportunities** in the marketplace will you take advantage of... and help them take advantage of? How do you uniquely meet their compelling needs?
- What **Threats** in your selling environment will you defend against? Consider competitive moves, changes in technology, industry and regulatory standards.



#### 4. Determine your Selling Approach

Consolidate the above insights the critical strategies and actions necessary to succeed.

- How do you help them accomplish their strategic objectives?
- What is your unique selling (value) proposition?
- Based on your SWOT, what are the critical few strategies to win in the account?
- What type of opportunities will you concentrate on?
- How can you leverage your differentiators? (Sales approach can be a differentiator.)
- What is your strategy to leverage current successes?

#### 5. Engage the Resources you Need

Enroll the people and gather the knowledge you need.

- Which internal resources have the skills/connections you need?
- Who inside the account can help you win?
- Are there external resources that can support you (partners, people “in the know”)?
- What additional product/industry information do you need? What sources can provide it?
- How could you improve your selling and account management skills?

#### 6. Create and Work your Plan

Use your plan as a guide to proactively produce your intended results.

- What are the high-leverage actions?
- Which resources are needed for each task?
- What are the due dates and key milestones?
- Do you take action and update the plan on a regular basis?
- Are you engaging your management, internal and partner resources?

If you don't plan your work, you can't work your plan. Winging it is the best way to lose a big opportunity you could have won!

Good luck and Good Selling!



# Breakthrough, Inc

Accelerating Revenue Profitably

For more on this, refer to our new book, [PLAN to WIN; Strategic Territory and Account Planning](http://www.territoryplan.com/resources/plan-to-win-book). Go to <http://www.territoryplan.com/resources/plan-to-win-book>.

For complimentary white papers on Territory and Strategic Account Planning, go to <http://www.territoryplan.com/free-white-paper/>.



## About the Author

Ron Snyder  
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As a sales and marketing consultant, for the past 19 years, Ron has helped companies dramatically improve their sales and marketing results in complex selling environments. Results include:

- ◆ Achieving sales targets
- ◆ Generating qualified leads
- ◆ Improving conversion rates
- ◆ Accelerating sales process velocity
- ◆ Controlling costs of sales and marketing



He has worked with industry leaders, such as HP, Cisco Siemens, Philips, Alliance Imaging, Synopsys, and rapidly-growing companies such as NetSuite, Zeus Technology and Zonare.

Prior to that, in his 11 years at HP, Ron was consistently recognized as a top performer in sales, marketing and management roles related to medical, computer and software solutions.