

Making your account teams proactive and responsive

Account planning and reviews are the way most companies look to ensure their account teams remain proactive, flexible and competitive. Yet sadly little of the actions in the well-considered account plan are implemented. It is not that the plans are ill conceived, it's just that the enthusiasm for their implementation fades against the pressures of the day-to-day.

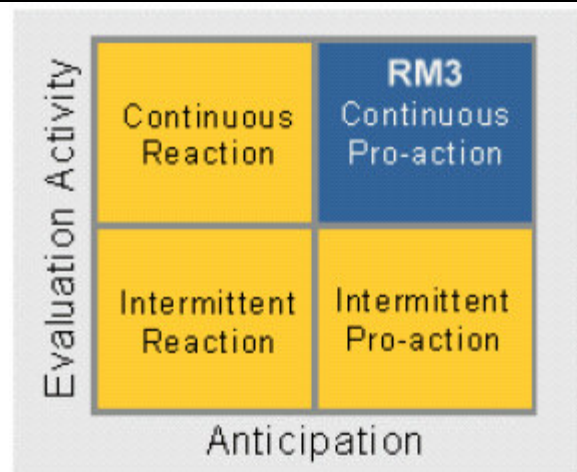
Our research into the effectiveness of strategic account team planning workshops has shown that although most recognize the need to plan and many were enthusiastic about the task:

- Few account plans were ever followed through beyond a few early steps
- In most cases the account situation changed within weeks of the workshop, invalidating many of the assumptions built into the plans
- The majority of teams arrived at planning workshops with insufficient information resulting in plans heavily based on assumptions
- Planning was often seen as 'home work' - a chore separate to
- the day job of managing the account and generating business

Traditionally account planning is seen to be an intermittent process; something that happens once or twice a period, whilst the business world looks to pre-empt changes continuously. This worked when business changed slowly and was more straightforward than today. To survive and grow in today's increasingly complex markets, companies must be

continually proactive to change. Your account teams cannot be proactive a few times a year. They must be proactive every single day.

RM3 enables this. It changes the way account planning and reviews are done to ensure your account operation continually remains proactive, responsive and competitive in the development of profitable business - and it does so at reduced cost.



Through the use of web technology and expert tools, RM3 enables account planning to be a series of short daily tasks, rather than a periodic time .

Through the use of web technology and expert tools, RM3 enables account planning to be a series of short daily tasks, rather than a periodic time consuming event. No need to wait to the end of the quarter or half year to review an account, with RM3 you can do so at any time.

RM3 brings account planning and reviews into the day-to-day. It makes account planning a continual process and keeps your account team one step ahead of your competition.

RM3 is the means to proactive account management

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