

Field Account Review Enterprise Selling Process

As enterprise accounts face the challenges of global competition, change has become business as usual. Sales teams must be prepared to respond by adjusting their plans and strategies to maximize their leverage across the account. As a result, Account Planning must become a continuous process.

What is a Field Account Reviews (FAR)?

The Field Account Review is one component of the whole product called Enterprise Selling Process.

A Field Account Review uses proven plan review techniques to reinforce the practical methodology of ESP, designed to integrate and embed the ESP process into your dynamic sales and market planning process. The session reinforces the utilization of ESP's tools to bring together a wide variety of ideas and perspectives into a set of objectives, a strategy and ultimately a plan to maintain focus during a time of ever-changing customer business priorities and competitive differentiation.

The Field Account Review allows sales team to explore the implications of changes in strategy in a "no risk" manner while encouraging the team to break with assumptions about themselves and the customer. An OnTarget Consultant will work with your management team to conduct the FAR to maximize the value of the session and train managers to utilize the process going forward.

What Are the Benefits?

FAR's are one-day sessions designed to review and improve account plans utilizing our assessment methodology and tools. The FAR accomplishes four primary objectives of:

- Providing the management team with insight into the content and quality of an Account Plan,
- Enabling managers to measure the progress of an Account Plan implementation,
- Creating action plans for Account Plan improvement, and
- Establishing best practices for conducting Account Plan reviews

What Are the Results?

After completing the program, account teams have reinforced their use of the skills and tools to:

- Ensure the teams have a plan grounded in fact to prioritize the right accounts and the right units within the strategic accounts
- Move through an analysis that identifies their customer's current and emerging business needs and value expectations
- Objectively assess the quality of their current Account Plan and Map and reassess the vulnerabilities of their plans
- Reassess and review the allocation of resources
- Track and measure account progress while receiving feedback for team improvement



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