

Account Ignition Playbook

Account Ignition identifies those current prospects and customers that can deliver near-term revenue. Our proven methodology creates the personas of your optimal customer to identify which opportunities to pursue. We then create a mini-campaign to prioritize those opportunities from your existing CRM data that can deliver optimal near-term revenue.



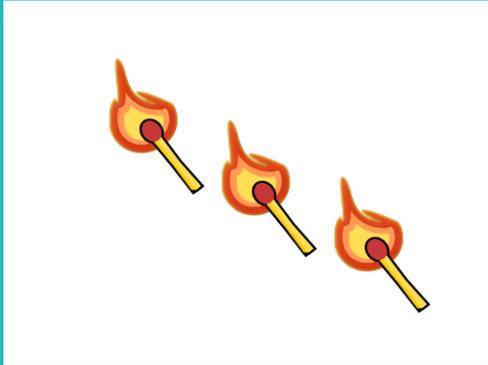
Benefits

Account Ignition provides a proven methodology to identify those opportunities that can be closed faster. It delivers a documented approach that can be leveraged and scaled across your sales organization based on sales success.

Spot light opportunities that can generate near-term revenue.

Account Ignition applies a structured approach and objective metrics to focus your team on the right opportunities. It establishes the value and economic metrics your customers achieve by deploying your product or solutions. It creates value propositions supported by recent wins, and maps these to new customer opportunities, as well as expanding 'share of wallet' with existing customers.

Landing 'Must Win' Accounts?

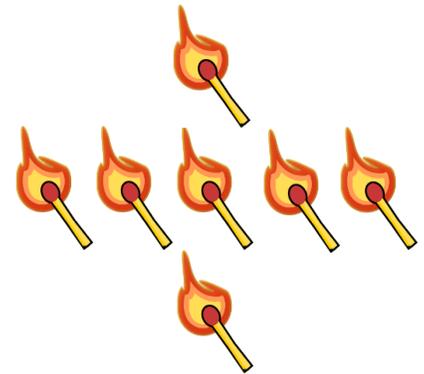


Align your list of 'must win' accounts by attributes such as size of deal, stage in pipeline, vertical market, or geography. Choose 5 to 15% of identified 'must win' accounts by filtering aggressively against your optimal customer profile. QSS will provide comprehensive documentation of each opportunity selected for the Account Ignition program. The entire lifecycle will be documented within your CRM instance and include a consistent view of the business requirements, competitive position, solution value, and relationship mapping in the account.

Upsell & Cross-sell Existing Accounts

Apply Account Ignition to identify a select group of existing customers where your defined 'share of wallet' is not optimal. QSS further reviews recent sales to identify existing customers that are underpenetrated. Based upon your latest established value proposition, you can target those upsell or cross-sell accounts based on factors such as customer satisfaction, previous purchases, and senior account relationship.

Document and provide your customers with objective value proposition metrics that show the impact of deployment at scale.



Why QSS?

The science of selling is in our DNA. QSS leverages its extensive expertise to compile and then analyze specific sales performance metrics to identify those opportunities that will benefit from Account Ignition. We then apply the Account Ignition methodology to those new opportunities and existing accounts that can produce meaningful bookings in the near-term.

To find out more about Account Ignition:



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