

Breakthrough Account Analysis™



What is Breakthrough Account Analysis™?

In the past organizations could rely on quality, price, and differentiation of their products or services to drive sales. Those days are over. Products and services are becoming commodities and financial pressures to manage costs are forcing customers to seek greater value.

To succeed in this commoditized and highly competitive marketplace, organizations are recognizing that they have to add value beyond products, and be more strategic in their sales and marketing. Consequently, many companies are attempting to be more competitive by adding value through a more consultative selling approach. Organizations also recognize that success requires salespeople that are more knowledgeable and strategic. Consequently, companies are investing heavily in sales force training and tools like CRM.

Unfortunately, while the content of most of sales skills and strategy training programs is sound, the execution and transfer of the skills outside the classroom continues to be a major problem. In fact, research reveals that unless skills are practiced and reinforced outside the classroom, over 80% of what is learned

during sales training will be forgotten. The cost to organizations in wasted training investments and lost sales is huge.

A common obstacle to the use of effective selling skills and strategy is the belief that it is too difficult or complex to use the skills in the "real world". Another common perception is that the skills learned in training are not applicable to "my kind of selling". Breakthrough Account Analysis™ was developed specifically by sales professionals to overcome these obstacles and promote execution of selling skills and strategy...in the real world. The approach is much different than traditional training.

BAA™ is all about the quick and easy execution of selling skills and strategy. The BAA™ approach is immediately relevant and applicable because it is applied to real accounts and produces action plans specific to current opportunities. Translation to the "real world" is not necessary, because it is "real world". The technique produces immediate results and progress with current opportunities.

CASE STUDY

International Office Furniture Company

SITUATION

One of the top five international office furniture companies was concerned that they were not winning larger complex sales. Competition was very strategic and posing a threat in the company's target vertical markets and accounts. Despite the fact that all the company's sales representatives had received selling skills and major account sales training from some of the most respected training companies, there was a failure to execute the skills in the field, especially sales strategy.

SOLUTION

We recognized that the problem was not "knowledge" since reps already were trained. Instead, the solution was to develop a way to simplify the strategy process, and introduce a method to easily execute strategic actions in the field. The Breakthrough Account Analysis™ process was developed to meet these needs. Reps complete a pre-workshop questionnaire and work on real current opportunities during the workshop. Reps leave the workshop with specific actions (DDR's) to execute. The company has been conducting BAA™ workshops in all field sales offices.

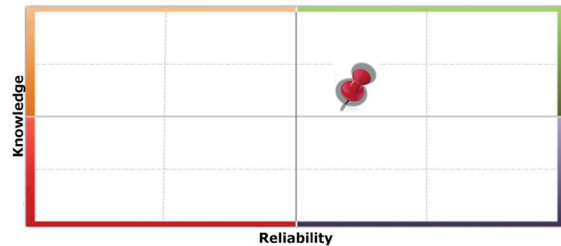
RESULTS

Some recent success stories from first line sales managers

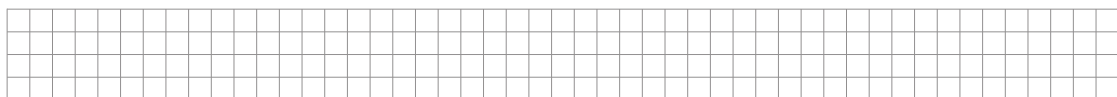
- A recent sales opportunity created a strategic challenge because of the complexity of the account and competition that was bidding low. As the manager described the BAA™ process; "we sat down over the course of about a week, and developed all our "DDR's". This really paid off." We won the US \$335,000 sale at a higher price than competition!
- "The complexities of major accounts are an excellent fit for this program... We will continue to utilize this format on large/complex opportunities in any vertical market."

The BAA™ Process Entails These Elements:

1. A questionnaire to initiate your analysis of key account opportunities.
2. Feedback based on your analysis that contains your current
 - Success Potential given what you know and what you need to know.
 - Knowledge/Reliability Overview that shows graphically your level of account knowledge and reliability of your information.



- A set of recommended action steps to take with the account
3. An account analysis workshop/meeting in which you strategize with your team...
 - What You Know
 - What You Need to Know
 - What You Need to Confirm
 - Action steps
 4. Routine Use following the workshop is accomplished by immediately incorporating the approach into sales meetings, account reviews, manager "ride-alongs", and account strategy sessions.



BAA™ Knowledge Categories

Research has identified the key behaviors that differentiate high performing salespeople from average sales people. Those key selling behaviors include developing and continuously refining account strategy based on information as it is gathered.

KNOWLEDGE CATEGORY

| |
|-------------------------------|
| Entry Strategy |
| Timeline |
| Buying Stage |
| Budget |
| Decision Makers |
| Decision Process |
| Political Climate |
| Decision Influencers |
| Competition |
| Your Relationship |
| Needs and Buying Criteria |
| Team Selling Requirements |
| Solution Strength |
| Potential and Real Objections |
| Action Steps |
| Account Development |

ABOUT THE AUTHOR



Martin Wikoff, Ph.D.

Author : Performance Leadership • Managing Performance • Managing First Class Service • PRIDE • Breakthrough Account Analysis™

Martin Wikoff, Ph.D. is a research psychologist, educator and recognized authority in Organizational development, productivity improvement, and behavioral technology. His scientifically verified productivity and quality improvement technologies have been developed extensively around the world for nearly 30 years.

As a former Executive Vice President of **Persona** GLOBAL®, Dr. Wikoff is responsible for authoring four extreme popular Persona Global training and consulting programs: Performance leadership, Managing Performance, Managing First Class Service, PRIDE (Purpose, Recognition, Influence and Energy), and Breakthrough Account Analysis™ - all of which focus on the optimization of human behaviors in an organizational environment.

Dr. Wikoff is in demand across the globe, delivering consulting services to numerous multinational corporations and government agencies including engagements in England, Korea, France, Malaysia, Singapore, and United States. Dr. Wikoff is a frequent presenter to high-level management and executive groups and has numerous publications applied behavior management principles and their relationships to productivity enhancement to his name.

ABOUT THE AUTHOR



Peter Goerdts

Peter Goerdts as co-author of Breakthrough Account Analysis™, and VP Sales at KI Furniture, Peter Goerdts has an impressive background in leading and developing effective sales forces. He has twenty-five years of successful sales and sales management experience working with several Fortune 500 companies. Mr. Goerdts' focus has been on leading a selling organization, strategic sales and marketing with customer retention, closing major accounts and account penetration skills with a focus on growing business inside existing accounts. Mr. Goerdts holds a BS from the University of Wisconsin and has had extensive sales training from Miller Heiman and Harvard Business School, among others.



For more information about **Persona** GLOBAL®, Inc.'s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona** GLOBAL®

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