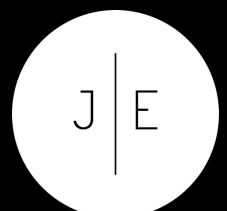


THE KEY ACCOUNT SYSTEM- 8 STEP GUIDE

DEEPENING YOUR
CUSTOMER
RELATIONSHIP AND
IDENTIFYING MASSIVE
SALES GROWTH

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01. SET EXPECTATIONS

Gain clarity for where are you now, what are your customers expectations and what have you agreed.

02. AMPLIFY TRUST

What tactics will you use to amplify trust to deepen your customer relationships? List 2-3 you decided from your worksheet.

03. REDUCE RISK

What tactics will you use to reduce risk to purchase of your products and solutions? List 2-3 you decided from your worksheet.

04. MAKE POWER CONNECTIONS

Using “Stakeholder map” list those connections to major players and contacts, to create an identification checklist.

05. CREATE VALUE THAT MATTERS

How will you protect and create value? Use ideas to choose 2-3 tactics you can apply.

06. SHAPE THE FUTURE

You have the contacts, so what small commitment can you get today to move the sale? Make a note using the “Stakeholder Guide.”

07. CONNECT THE INSIGHT

Using the “Customer Value Map” or “CVM document”, begin to work through each step using the customer insight you've gathered.

08. GET THE RIGHT TEAM

List what people, tools or resources you might need to get things done for your customer, and ensure you have the resources and team available.

Note: Refer back to the Key Account Hack book for information on each section, and use the following pages for your notes.

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