



Target Accounting Selling (TAS) is a strategic selling method for selling to key customers or named accounts. This requires a focused go to market approach to each account and a team rather than an individual to ensure post sale success.

SI IPL ERRC provides a well defined framework for managing named accounts in a sustainable manner – this includes approaches for customer acquisition, retention, account management, supply chain & order management and product realization.

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| Customer need | As end customer accounts mature and grow in revenue and profit terms, the importance to the organization grows – such accounts are key contributors and usually called named accounts – such accounts need repetitive selling to keep up a run rate of revenue and profit. Named or target account selling is different from one off sales since it based on building and sustaining long term relationships, managing complex contracts, special pricing and order management arrangements and multi level account management through an account team. |
| How SI IPL ERRC can help | SI IPL ERRC has expertise in helping companies establish / innovate their target account selling practices through the SI IPL-TAS framework. SI IPL ERRC will work with executive sponsors and key account managers to design / implement the framework, process and review mechanism. A typical thumb rule is to include all key accounts that are at least 2 years old and the sum of the key accounts should be at least 70-80% of revenues. |
| Scope and Deliverables | <ul style="list-style-type: none"> - Target Account Selling orientation workshop - Account Balanced scorecard, metrics and review method - Target Account Selling framework - Target Account Selling process - Sales training and live case workouts - Inputs for definition and automation of process |
| Customer responsibility | <p>Project brief and filling up pre-qualification questionnaire</p> <p>Access to market, sales and customer data</p> <p>Access to historical account information pertaining to sales and marketing</p> <p>Availability of key decision makers for focus group discussions</p> |
| Engagement approach | SI IPL ERRC uses a combination of ½ day workshops followed by workouts to expedite the process. A complete exercise can take upto 2-4 months to complete and customers can also opt for a DIY model wherein SI IPL only audits/reviews the system implementation post its study and recommendations. |
| Special Services (Optional) | <ul style="list-style-type: none"> - Customer Focus Program design - Setting up of SLAs within account team and delivery teams |

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| | - Strategic selling exercises with identified customers - Bid management support |
| Service Reference | SI IPL-ERRC-TAS-2009-10 |
| Pricing | On request |
| Additional information | For a complete range of SI IPL ERRC Services, please visit www.siiplconsulting.com/ERRC or email us at errc@siiplconsulting.com |

*Offered through our Specialist Services Partners

About Strategic Interventions India Private Limited

Strategic Interventions India Private Limited (SI IPL) is a business and operations advisory firm that is positioned as an organizational catalyst. Incorporated in 2003, it has worked with more than 50 customers from India, US and Singapore on various business, functional and domain aspects in select industry verticals such as manufacturing, healthcare, financial services, ICT & Education, Infrastructure and Retail.

SI IPL specializes in offering growth and change management consulting through its business life cycle services, functional problem solving through functional life cycle services, business transformation and outsourcing through its business transformation services and offers Executive coaching services through its Executive focus services as well. SI IPL projects typically span 6-36 months with clearly laid out milestones and deliverables. All SI IPL engagements involve ongoing knowledge transfer and training to maximize benefit to customers.

About SI IPL-ERRC

SI IPL ERRC is a special business value initiative primarily aimed at MSME (Micro, Small and Medium enterprises) with a comprehensive range of rapid deployment services that are offered through a combination of inbound (at SI IPL office) and outbound (at customer location) to suit short to mid term needs of such enterprises.

Key service groups offered by ERRC include Consulting, Training, Sourcing, Research, Mentoring and Financial advisory. All the services are paid services and are competitively priced and very affordable. SI IPL ERRC also offers an on-demand model that is uniquely suited to MSME needs for very short term needs (typically less than 1 week) using a DIY approach that combines powerful learning tools and an offline support process to keep costs low for MSME companies.

SI IPL ERRC uses a unique Workshop + Workout method which uses small focus groups of decision makers to put the plan together. SI IPL ERRC has its internal desk research capability that is used to pull together basic secondary research data for the plan. SI IPL ERRC has a team of senior functional / subject matter specialists who can be called in for short consultations (telephonic and face to face) during the process to resolve any knowledge gaps. The unique model helps keep costs low for the entrepreneur / organization and also helps build their skills using DIY (do it yourself) techniques for real time knowledge transfer during the consultative process.

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| strategicinterventions India Private Limited #2, 2 nd Floor, RR Chambers, 11 th Main, Vasant Nagar, Off Millers Road Bangalore – 560052 Ph. +91-80-22202131/32 Fax. +91-80-22202134 | URL: www.siiplconsulting.com Email: errc@siiplconsulting.com ERRC direct line: +91-80-41148279 |
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