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Account Planning in Salesforce (Paperback)

By Donal Daly

Oak Tree Press, Ireland, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Account Planning is a strategic imperative that goes beyond traditional selling tactics. The benefits that accrue go beyond simple revenue numbers, and point to an approach that must be focused not just on greater revenue as the sole arbiter of strategy. When Account Planning is executed well, customer satisfaction increases. Customers who are more satisfied buy more from you, and do so without calling your competitors first. Customers who are served well are easier to retain, and therefore it is easier to make your revenue targets year after year. When you do effective Account Planning, you get to understand the customer's business, sit with them at their side of the table, and strengthen your ability to shape their thinking and their business strategies. A happy customer is hostile territory for your competitor to enter. Switching suppliers is expensive for a customer and they will do so only if they feel you are not serving them well and fairly. Your ability to monitor, measure and react is greater if you are closer to the heart of their...


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