

## Innovated 4-Dimensional Account Profiling for Target Account Selection

A fiscal year's success can largely be determined early on by selecting the right account focus. Knowing where to align your selling resources is one of the most important decisions faced by Sales Management.

Resources are limited and we have different goals on account focus; we need attention on base accounts protecting our MRO business, while developing large potential accounts to reach future growth goals of the enterprise.

SalesProcess360 offers Sales a unique 4-dimensional approach that is more strategic and proactive. The system assigns current dollar volume, potential dollar volume, current products/services purchased, and potential products/services to each targeted account. The accounts are graded on each, A to D. If an account's current volume is ranked a D, but its potential volume is an A, that means it's a high-growth target account (a DA). A recent client has been able to assign each sales rep between 15 and 20 target accounts. This not only shows sales reps where to spend their time, but which product lines or services to target when they visit an account. It's incredibly powerful.



Let SalesProcess360 discuss this innovative approach with you. Please contact us at [salesprocess360.com](http://salesprocess360.com) or click this link for a case study demonstrating the methodology.

<http://www.salesprocess360.com/wp-content/uploads/2023/03/SP360-Case-Study-Allied-Automation-Final.pdf>

SalesProcess360 is a consulting organization helping clients decide which CRM is best for them and how to achieve greater ROI from their existing CRM regardless of phase or platform. To learn more on how SP360 can help please visit [www.SalesProcess360.com](http://www.SalesProcess360.com).