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## **Selling ToThe Client's Business Strategy & Style Increases Loyalty & Retention**

### How Quickly Developing Expertise In The Clients & Their Business Strategies Saved Major Accounts At Risk . . . Against The Odds!

#### ***The Situation:***

- As a result of a supply shortage prices are rising by over 150%
- Competition for experienced sales & services teams is at its peak
- A new more demanding strategy is causing the morale of sales & service teams to drop
- A major accounts team defects to a competitor – placing their entire book of business at risk

#### ***The Challenge:***

- Retain the defecting team's accounts – all of which are Premier
- Minimize the work load increase from the recovery process
- Limit the damage of the defection to the
  - Brand
  - 3<sup>rd</sup> and 4<sup>th</sup> Quarter results
  - Morale of the remaining teams
- Act decisively within 10 days

#### ***The Solution:***

- Change the rules of competition
- Demonstrate valuable expertise at the client's business and organization - don't sell products and capabilities
- Apply two practical tools to understand
  - The key players in each "at risk" account
  - How to sell to the client's business strategy
- Talk with "at risk" clients about supporting their business strategy and key internal players – don't present capabilities

#### ***The Results:***

- 75% retention of "at risk accounts"
- Improved morale among sales & service teams
- Increased differentiation & brand recognition in the market