



# trend *profile*

## **Enterprise Account Development**

### **Growing Revenues In Developing Accounts**

### **Global Software Vendor**

#### **Objectives**

Our client, a global software vendor had re-organised its sales force and wanted to focus resources more effectively into “development accounts” across EMEA – i.e. customers they were doing a small amount of business with, but were earmarked for growth.

Customer knowledge of the account was limited, but the new account teams needed to quickly know where the new opportunities were, who the key business relationships were that they needed to develop and what the competitive landscape was.

#### **What we did**

Following briefings with each account team, we carried out in-depth research into nominated accounts to identify:

- organisational structures
- customers business drivers and pain points
- primary investment areas





- projects under evaluation
- preferred suppliers (competitors and complimentary partners)
- primary decision makers and influencers that relationships needed to be built with

Following the account profiling activity, we made presentations to each account team outlining our recommendations for account development and the call to action.

### **The results**

1. In each nominated account we identified the main business and IT executives for our clients messaging and communications activity which led to more successful account based marketing and thought leadership campaigns.
2. Within six months, \$2.5m of new contracts were closed inside two of the accounts because we identified business opportunities early enough in the sales cycle that our client was able to influence.
3. Sales pipeline development is still on-going inside all other accounts with a further \$5m of opportunity identified so far.

The ROI using Trend was significant, and we are now in discussions to develop a risk reward business model moving forward.