

ACCOUNT CLASSIFICATION

BUSINESS DEVELOPMENT ACCOUNT

This account classification is used where we are exploring in which way to best manage an account.

Following the business development phase, one of the following classifications may be applied.



RELATIONSHIP

SPONSOR

LEAD

NATURAL ACCOUNT TEAM

FOCUS

INTERACTIONS

ENTERPRISE ACCOUNT	SECTOR KEY ACCOUNT	EM REGIONAL KEY ACCOUNT	PRODUCT (KEY) ACCOUNT
Strategic Shell wide partner with major decarbonisation and collaboration opportunities. Decarbonization leader in their sector.	Strategic Shell wide partner with major decarbonisation opportunities as well as growth and cross sell focus. Clear attribution to sector.	Strategic account with significant decarbonisation opportunities as well as growth and cross sell focus	Relationship primarily focusing on one product.
EC/EVP/CC	EVP/VP/CC	VP/GM mostly	VP/GM mostly
Led from Enterprise Accounts team or Sector Team.	Led from Sector Team	Led from Energy Marketing RKA Team	Led out of product businesses
Yes		No (mostly)	No
Multi product, multi region	Multi product, mostly multi-region	Multi product, single region	Mostly single-product, single-region
Horizontal interactions happening in parallel, coordination of 'one voice to the customer' provided by EAM or SKAM via the Natural Account Team.		One voice to the customer facilitated by EM RKA Account Manager	Mainly vertical focus. Managed by Product Key Account Manager.