



Account Growth Meetings

What are we accountable for in order to grow accounts?

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Introduction

We grow accounts by networking, meeting new people, and elevating the conversation. That means the accountabilities we have in the moments we spend with our existing customers or clients are different than the ones we have when we're meeting new prospects.

This course will cover:

- What we are accountable for in order to grow accounts
- How to change how we are viewed within a customer organization
- Some tips for approaching a sale as an incumbent, versus a new solution

CONTINUE

A Reminder About Accountability

It's the outcome, not the task.

When we take **responsibility**, we take ownership of performing the task. For example, did we send the number of emails we needed to send?

When we take **accountability**, we own the outcome. Sure, you sent the emails, but did you get any meetings set from them?

Every meeting with a customer or client must have accountability. Determine the outcome(s) you are going to own prior to the meeting, then evaluate your success afterward.

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Growth Accountabilities

Let's take a look at some of the common accountabilities you will need to own in order to grow your accounts. Remember, when we think about growth, we're talking 5X, not 5%.



Meet New People

Most growth cannot come from the people we're already working with. Typically, they have maximized their purchase power already. They may be able to get you those incremental gains, but to really grow an account, we must look to other places in the company.

This might mean a different division, location or vertical. For that, we need to meet new folks.

Find New Budgets

Along with the new people we meet, we need to find where the growth is going to be funded. New people often have new budgets, but sometimes you will need to be accountable for helping the prospect find the funding within their organization.





Find New Priorities

Often, the priorities of the folks we already work with are different than the priorities of the new folks we meet. Don't assume they're the same. Do the work to uncover new priorities or confirm what you already understand.

Be Accountable

By understanding these accountabilities, you can better plan your interactions. These are common places to start, but there can and will be others. After your meeting, ask yourself, "Did I achieve what I intended?"

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Changing the Conversation

We must elevate.

In order to create traction within an account, we often must change how we're "seen." That means being known not for the specific product you sell, but rather by the impacts your solution can create.



By way of example, we'll return to our plastic safety signs. If that's what we sold into an account, it might be that we're known as the "safety signs person." That's not great. We can't grow an account by 5X selling a few more signs.

A step up would at least to be known as the "safety equipment person." Now, we can sell our entire catalog into the account.

Best, though, is to be known as the "liability person" or the "absenteeism person" or any of the other impacts we have. This way, we gain access to more people within the organization, across verticals and locations.

So how do we do it? It's how we present what we sell. The types of conversations you have with your contact(s) within the account are up to us. We determine how often we talk about liability or absenteeism or safety.

So, in a way that sign is a good reminder for all of us. Let's not slip up and fall into the trap of constantly talking about the products. Carve out time to remind your customer or client of the impact you're having on their organization, often.

That way you will become known for your impact, not your product.

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Selling as an Incumbent

It's a double-edged sword.

On the one hand, selling as an incumbent has some advantages. We're often closer to the conversations within the prospect organization. We have more access. When the prospect enters the planning stage of the purchase, they will sometimes make contact with the current vendor, first.

These are all good things.

On the other hand, there are a few disadvantages, too.

The first we covered in the last section: we must overcome being known for the one thing we've provided in the past. But there's another unique disadvantage to overcome, as well.

We know that organizations don't make changes for the sake of it. Only when the pain of staying the same becomes **greater than** the pain of change, do they take action. When we're selling into a new account, we must help them realize the pain of staying the same. When we sell as an incumbent, however, that's not true.

This means you may want to consider what a change would mean to them, and how it might affect their organization. This is especially helpful when you find yourself up against a competitor for renewal.



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Summary

A little goes a long way...

We all conduct account growth meetings. A little extra consideration and preparation goes a long way toward making them more efficient. Remember: establish your accountability before the meeting. Elevate your conversations to the impact you have.

When you sell as an incumbent, consider the pain of change.

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