





3 Tiers Works Best:

Tier A: your "big kahunas"

- ~ 5% of your accounts
- o 1 deal makes your quarter

Tier B: your "steak knives"

- ~ 20% of your accounts
- o 1 deal makes your month

Tier C: your "diamonds in the rough"

- Everyone else
- Volume play

How to Tier your Accounts:

Factors

Industry

of Employees

Internal Data

Spend w/ Competitors

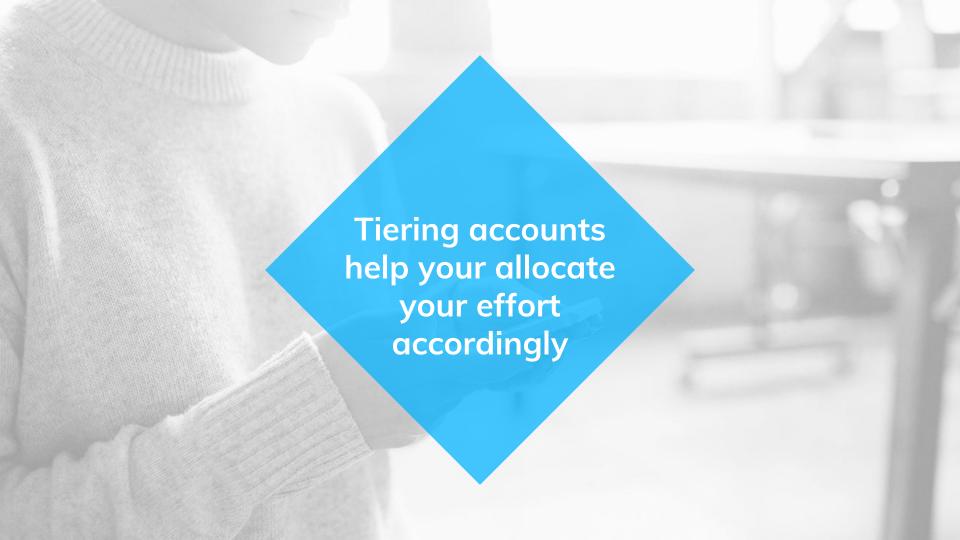
History with Sales Team

Do an Account Tiering Exercise:

Definitions:					
Value	Industry	# of Employees	Internal Data	Spend w/ Comp.	Sales History
weight	35%	20%	20%	15%	10%
5	Tech/Biotech	> 4,000	>100K PVs	LinkedIn gold	>1 year
4	Healthcare	3,000 - 4,000	50K - 100K PVs	LinkedIn silver	> 6 mo
3	Media	2,000 - 3,000	25K - 50K PVs	No LI, but others	> 3 mo
2	Finance	1,000 - 2,000	5K - 25K PVs	small spend	recent meeting
1	Manufacturing	< 1,000	< 5K PVs	no comp. spend	recent no

Do an Account Tiering Exercise:

Account Tiers:							
Company	Industry	# of Employees	Internal Data	Spend w/ Comp.	Sales History	Total Score	Tier
Company ABC	5	4	4	5	4	4.5	A
Company 123	5	2	4	3	2	3.6	В
Company XYZ	3	3	2	3	2	2.7	C
Company 789	1	2	1	2	2	1.45	C
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Tier A Prospecting Strategy

Do your homework and follow them religiously:

- Follow company and senior leaders on social media
- Create Google Alerts
- Subscribe to their blogs

Very personalized outreach:

- Highly personalized and timely emails
- Pick up the phone
- Get creative: send a package of swag, find a mutual connection, etc.
- Meet in person if you can

Reach out to a lot of different people:

- Senior Leadership & Department heads
- Lower-level folks to do recon



Tier B & C Prospecting Strategy

Tier B Strategy:

- Efficient personalized emails
- Some phone calling
- Mass emails with automated personalization
- Focus on Senior Leaders & some lower-level folks

Tier C Strategy:

- Mass emails with automated personalization
- Mass emails with no personalization
- Only reach-out to Senior Leaders & Department Heads

