

A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text 'Principle 3: Tier your accounts' in white. The background is a light-colored wooden desk. To the left of the laptop, there is a pair of white earbuds and a small potted plant. To the right, there is a stack of books.

Principle 3: Tier your accounts



**Prioritization
is crucial to
your success**





3 Tiers Works Best:

Tier A: your “big kahunas”

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

Tier B: your “steak knives”

- ~ 20% of your accounts
- 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
<i>weight</i>	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:

<i>Company</i>	<i>Industry</i>	<i># of Employees</i>	<i>Internal Data</i>	<i>Spend w/ Comp.</i>	<i>Sales History</i>	<i>Total Score</i>	<i>Tier</i>
Company ABC	5	4	4	5	4	4.5	A
Company 123	5	2	4	3	2	3.6	B
Company XYZ	3	3	2	3	2	2.7	C
Company 789	1	2	1	2	2	1.45	C

A person wearing a grey sweater is shown from the chest up, looking down at a smartphone held in their hands. The background is a blurred office or workspace. A large blue diamond is superimposed over the center of the image, containing white text.

**Tiering accounts
help you allocate
your effort
accordingly**



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

A top-down view of a desk with a spiral notebook, a pen, a water bottle, a calculator, and a small bowl of fruit.

*Organize your accounts into 3 Tiers
and prioritize your time accordingly*