

Account Management Reality Check

SCORE: 1=Never 2= Very Rarely 3= Sometimes 4= Mostly 5= Always

	Someone on my sales team has had discussions at the executive level about the future direction of the organization.
	Our key contacts are in positions that have access to future plans and directions.
	Our key contacts and our salesperson mutually share valuable information whenever we meet.
	Our key contacts suggest that we have meetings with other key decision makers.
	Our key contacts believe that our product or service should receive preferred selection or vendor status.
	Our key contacts clearly know how our product or service can provide superior solutions and actively work to further our agenda.
	Our key contacts have helped our salesperson/sales organization understand the protocol, procedures, and policies related to how his or her organization buys products or services.
	Our key contacts allow our sales rep the latitude to openly suggest meeting with others whose position can be improved through the use of our products or services.
	Our salesperson's relationship with key contacts has grown to partner status rather than remaining solely as a vendor relationship.
	Our key contacts know precisely the strengths, weaknesses and correct application of our products or services for more than meeting immediate needs.
	Total Score

40-50 Points

Grade A
Strong internal advocacy

30-39 Points

Grade C
Seen as a mild adversary

10-29 Points

Grade F
Seen as an enemy in their midst

	Grade for Account
--	--------------------------

