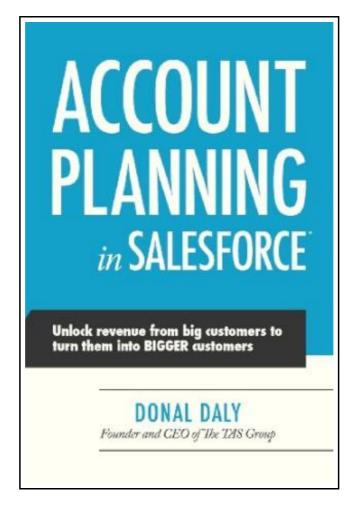
Account Planning in Salesforce (Paperback)



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Reviews

Thorough information! Its this kind of very good read. It is writter in basic words and not hard to understand. You wont feel monotony at anytime of your respective time (that's what catalogues are for regarding should you question me).

(Roel Bogisich Sr.)

ACCOUNT PLANNING IN SALESFORCE (PAPERBACK)



Oak Tree Press, Ireland, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Account Planning is a strategic imperative that goes beyond traditional selling tactics. The benefits that accrue go beyond simple revenue numbers, and point to an approach that must be focused not just on greater revenue as the sole arbiter of strategy. When Account Planning is executed well, customer satisfaction increases. Customers who are more satisfied buy more from you, and do so without calling your competitors first. Customers who are served well are easier to retain, and therefore it is easier to make your revenue targets year after year. When you do effective Account Planning, you get to understand the customer s business, sit with them at their side of the table, and strengthen your ability to shape their thinking and their business strategies. A happy customer is hostile territory for your competitor to enter. Switching suppliers is expensive for a customer and they will do so only if they feel you are not serving them well and fairly. Your ability to monitor, measure and react is greater if you are closer to the heart of their business, understanding their corporate goals, and motivations. It takes investment, research and hard work, but is the price of customer retention and growth. In ACCOUNT PLANNING in SALESFORCE, you will learn how to gather the information you need to understand the Account as a marketplace and to segment that marketplace into discrete units so that you can choose where to spend your time. Recording the Current Opportunities in the Account, as well as business you already have won, you will be able to place your solutions on a structured map of the customer s business. Exploring how to uncover the...



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