

Account Management by Revegy.

From account planning to strategic execution, Revegy makes it easy.

Today's customers spend a larger portion of their wallets with fewer strategic partners. On average, less than 8% of a company's vendors account for 80% of its total spend. It takes a solid account management program to grow revenue in these situations.

Overcome your revenue growth obstacles.

Daunting challenges may be standing between you and a larger piece of the pie: inconsistencies in your processes... the wrong customer relationships... an inability to effectively collaborate with your team – and the customer... That's where Revegy can help.

- Simplify managing even the most complex accounts
- Get intelligent tools, playbooks and analysis to navigate and grow business
- Enhance loyalty with the right people and produce the greatest possible revenue

Pocket the benefits of strategic planning and collaboration.

When you apply the right capabilities to strategically manage your accounts and strengthen customer relationships, great things happen to your bottom line. Revegy helps your teams collaborate efficiently so you can reap the results of best practices like:

- Easily identify the accounts that offer the best opportunities for additional revenue.
- Effectively identify cross-sell and up-sell opportunities and where the competition has a foothold.
- Quickly assess the true health of any account relationship and identify customers at risk.
- Build customer loyalty by aligning your resources and solutions with key customer strategies and initiatives.
- Save time by automatically aggregating account research and social media content.
- Create consistency in your team's execution – while adapting to specific customer needs.



Consistent Account Planning process with Revegy Playbooks helps expand revenue from existing relationships by driving consistent execution.

In a survey of sales professionals, respondents indicated that, during the most recent recession, their firms' revenue from strategic accounts grew by **14% per year** – more than **DOUBLE** the rate of conventional accounts.

Source: Strategic Account Management Association
2012 Report on Current Trends

Seize opportunities within your customer base.

Revegy has a wealth of tools to help you increase returns from your key/strategic accounts:

- **Account Planning & Management Playbooks.** Drive dynamic account plans by building a visual map of your account management process to accelerate planning and track usage, status and progress.
- **Whitespace Maps.** Easily visualize the solutions and business units where you have new, cross-sell and up-sell opportunities, and see where your competition is entrenched.
- **Account Plan Configurator.** Quickly tailor your account plan templates to support the best practices of your regional, national or global teams – scaling from strategic, global accounts to local, territory accounts, while keeping your core plan and language consistent.
- **Relationship Maps.** Gain a visual picture of key stakeholders inside and outside your account, identifying friends, enemies, coaches and 3rd party influencers.
- **Business Strategy Maps.** Collaborate with your customer to gain credibility and insight using visual tools to document key business strategies and initiatives, so that you can align your capabilities accordingly.
- **Automated Briefing Reports.** Save time preparing for executive visits or account review sessions by automatically generating an account Briefing Book in PowerPoint or PDF formats.
- **Coaching.** Use our automated coaching tool to identify risks in your account relationships and strategy, so you can focus on an action plan – and not on finding the gaps.
- **Analytics.** Leverage Revegy’s deep insight into your accounts to understand crucial information, such as the value of key/strategic accounts, the strength or weakness of executive relationships.

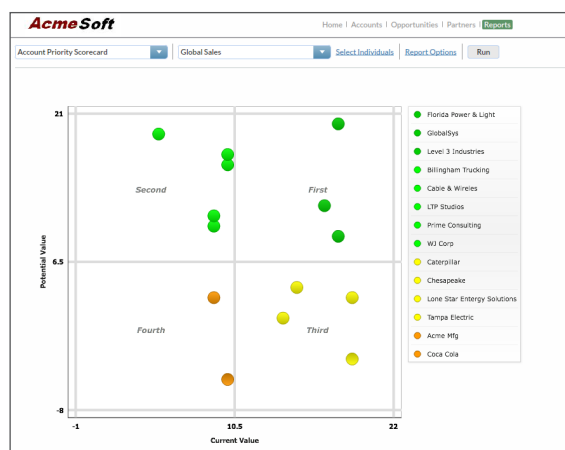
Partner with a complete solution.

When you need to protect and expand existing business, you can’t afford to depend on mediocre strategies and incomplete tools.

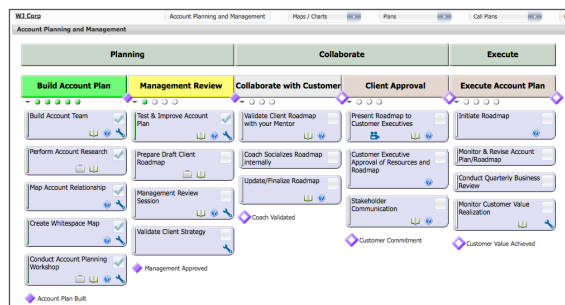
If you want to navigate even the most complex accounts... bring consistency to your processes... elevate your relationships and loyalty... and increase business from long-time customers... you owe it to your company – and above all, your teams – to use Revegy’s sales planning and execution solutions:

- Opportunity Management
- Channel Management
- Playbooks
- Account Management

Learn how Revegy can help you. Visit www.revegy.com.



Account Prioritization Grids identify accounts with the greatest revenue potential so you’ll know where to focus time and effort.



Consistent Account Planning process with Revegy Playbooks helps expand revenue from existing relationships by driving consistent execution.

“Every time I use Revegy, something new comes out of it and I become smarter about my account.”

Application Sales Manager
Global Enterprise Software Company