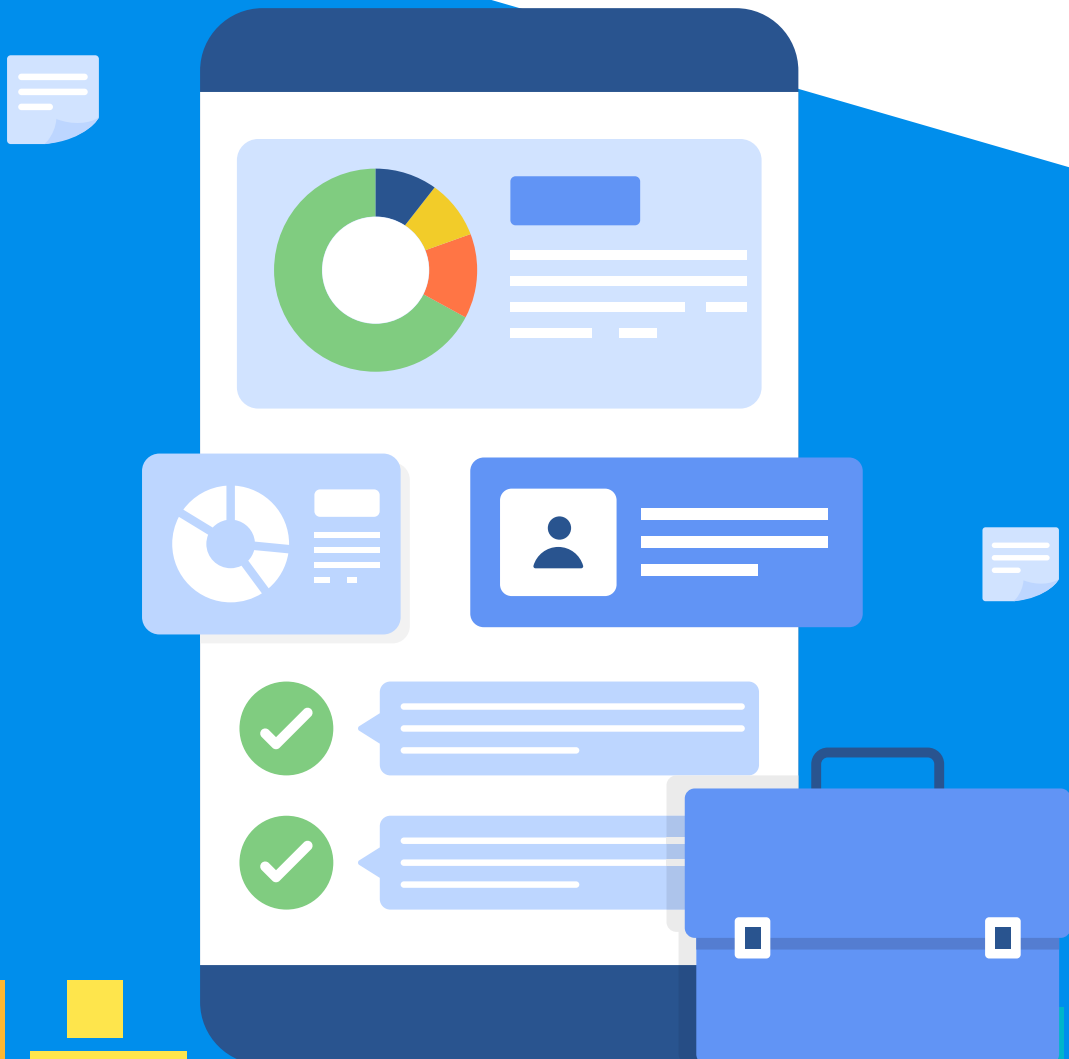


# Key Account Development

Develop Value-Added  
Solutions Assignment







# Step 2a: Identify Client Needs

1. List the companies with which you have made placements in the last 12-24 months.

Company/Contact Name	Source of Their Problem

2. List the companies that have major new opportunities (your chosen account and four others). Remember that new problems motivate them to look for new solutions.

Company/Contact Name	Source of Their New Opportunity

3. Educate yourself about these changes when you get back to your desk.

- Ask solid insight questions during each conversation. In addition to delivering insight, it elevates the conversation.
- Expand/intensify the urgency of their need by asking about the problems behind their need.
- Relate each need to the problem and goal that create it.



# Key Account Development Prospects

Based on your assessment of your current influence, list the companies or contacts that are prospects for key account development.

Company or Contact Name	Next Step Toward Key Account Development (e.g., Increase or Depth of Relationships, Leverage Client Attitude, Ask for Client Referrals, Pursue IOR Partners, etc.)	Red Yellow Green

Homework:

## 1. Activity: Spotlight Ranking

- Rank your key account prospects from the Assess Your Influence Assignment using **Red**, **Yellow** and **Green** sticky notes/highlighters/markers/crayons/etc. Look for the Expand Your Influence Summary handout in your email after class to help with this activity.
- **Red:** Not a viable prospect.
- **Yellow:** A potential viable prospect currently limited by one factor or another.
- **Green:** A viable prospect.

2. Validate the client you chose to develop into a key account (Note: This may change after you go back to your desk and process it) and write it below:



# About Crelate®

This guide is provided by Crelate.

Crelate is a modern, flexible, and full-featured recruiting and staffing platform for talent focused businesses.

Crelate is packed with recruiting analytics and reporting tools to quantify the work you do on a daily basis. We're committed to helping recruiters align the right talent with the right opportunity at the right time.

[Click here](#) to learn more, schedule a demo, or activate a free trial.

