

Key Account Develop Value-Added Solutions Assignment



Step 1a: Assess Your Influence.

A key account approach is typically a disruptive approach. Your cliente must abandon other staffing solutions and put their trust in you alone. Assess your ability to influence that change by identifying where you have opportunity to build or act on your influence.

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

Company Name	Decision Makers	Divisions or Departments	Number of Placements	Total Revenue	Time Period

2.Having multiple relationships within a company increases influence and trust. List the various relationships you have within your client companies. Note that higher-level relationships have a greater impact on trust.

Company Name	C-Level Relationships	Mid-Level Relationships	Field-Level Relationships

3. List the companies with which you have another/different bond that could increase influence or trust.

Company Name	Source of Influence: Proximity, History, Personal Relationship, Desk Specialization		

Step 2a: Identify Client Needs

1.List the companies with which you have made placements in the ast 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.

Step 3a: Develop Value-Added Solutions

Given your assessment of influence with potential key account clients as well as your findings from your assessment of client needs, list the value propositions and staffing solutions that would differentiate you from your competition.

- Identify your fulfillment team.
- Identify your value proposition. (Aligned to client goals, problems and needs) for each element of the capabilities presentation.
- Confirm your reporting process.
- Begin a "talent mapping"phase and identify the candidate profiles needed for fulfillment.

Best Source Companies	Candidate Titles and Characteristics

Step 3B: Identify Value-Added Resources

Use the space below to map out the necessary resources to deliver your recommended solutions.

Company/Contact Name	Summary of Root Issues, Opportunities and Solutions	Required Resources for Your Recommended Solutions

Key Account Development Prospects

Based on your assessment of your current influente, 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: Stoplight Ranking

- Rank your key account prospects from the Assess Your Influence Assignment using Red, Yellow and Green sticky notes/highlighters/ markers/crawyons/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 cr

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