



Account Growth

How do you ensure repeat business and see off the competition?

A company's existing customer base is its 'crown jewels'. Winning new customers can be difficult, consequently, retaining and growing business from existing relationships should be a high priority. Unlike new business sales, existing customers know your products, services, people and culture, adding an extra dimension to the growth and retention challenge.

Successful account management balances the need to be your customer's advocate within your company and the growth in revenue and profit your business requires. How well are you positioned to achieve both?

PSP's Account Growth programme has been evolved from comprehensive executive and senior account director feedback gathered over a six-year period. Having performed countless independent Customer Satisfaction and Win-Loss reviews, PSP has gained a 360° view of customer/supplier dynamics and this insight forms the basis of our offering.

Our Account Growth programme is tailored to create successful outcomes for both parties, and at a high level comprises:

- Executive Client Satisfaction Reviews
- Account Health Check
- Account Renewal Workshop.

Executive Client Satisfaction Reviews

Independent face-to-face reviews with the key decision makers in your customer base will reveal what makes your clients happy and what needs improving. Crucially, you will learn their thoughts on contract renewal both now and at contract expiry, as well as what you need to do to become competitively immune. This will help you to pre-empt surprises and avoid guesswork, exactly the kind of insider knowledge your competitors would dearly welcome.

Account Health Check

Our Account Health Check assesses your accounts' conditions for growth and contract renewal. Evidence is sought in numerous areas, determining your ability to secure the customer contract, for instance:

- Account planning
- Sales engine and pipeline review
- Customer relationship plan

- Referenceability
- Finance (revenue, cash flow, profitability)
- Delivery performance
- Legal and commercial status
- Organisational succession planning.

The Health Check identifies where to focus your efforts to meet growth objectives and to increase the probability of renewing the contract. Any deficiencies will be identified and ongoing Health Checks will continue to track progress.

Account Renewal Workshop

For accounts embarking on the renewal journey, our 26-point Account Renewal Workshop establishes your current competitive position and develops an action plan to significantly improve the probability of contract renewal. Working with your account team, PSP will uncover the elements that influence your customer's decision to renew the contract including:

- Existing service delivery, customer satisfaction and history of innovation and added value beyond the contract requirements
- Account relationships (current and desired), intelligence gathering, market insight and competitor tracking
- Pursuit team resource, executive sponsorship, governance and risk.

PSP's Account Growth Programme will help your account teams to create world class Account Growth and Renewal plans that deliver increasing revenue and profit from existing contracts, improved client retention rates and a sound base of referenceable customers.

This programme delivers tangible results. We are so confident of its success that we regularly offer a risk/reward basis for our engagement. What have you got to lose, except a hard-won customer?