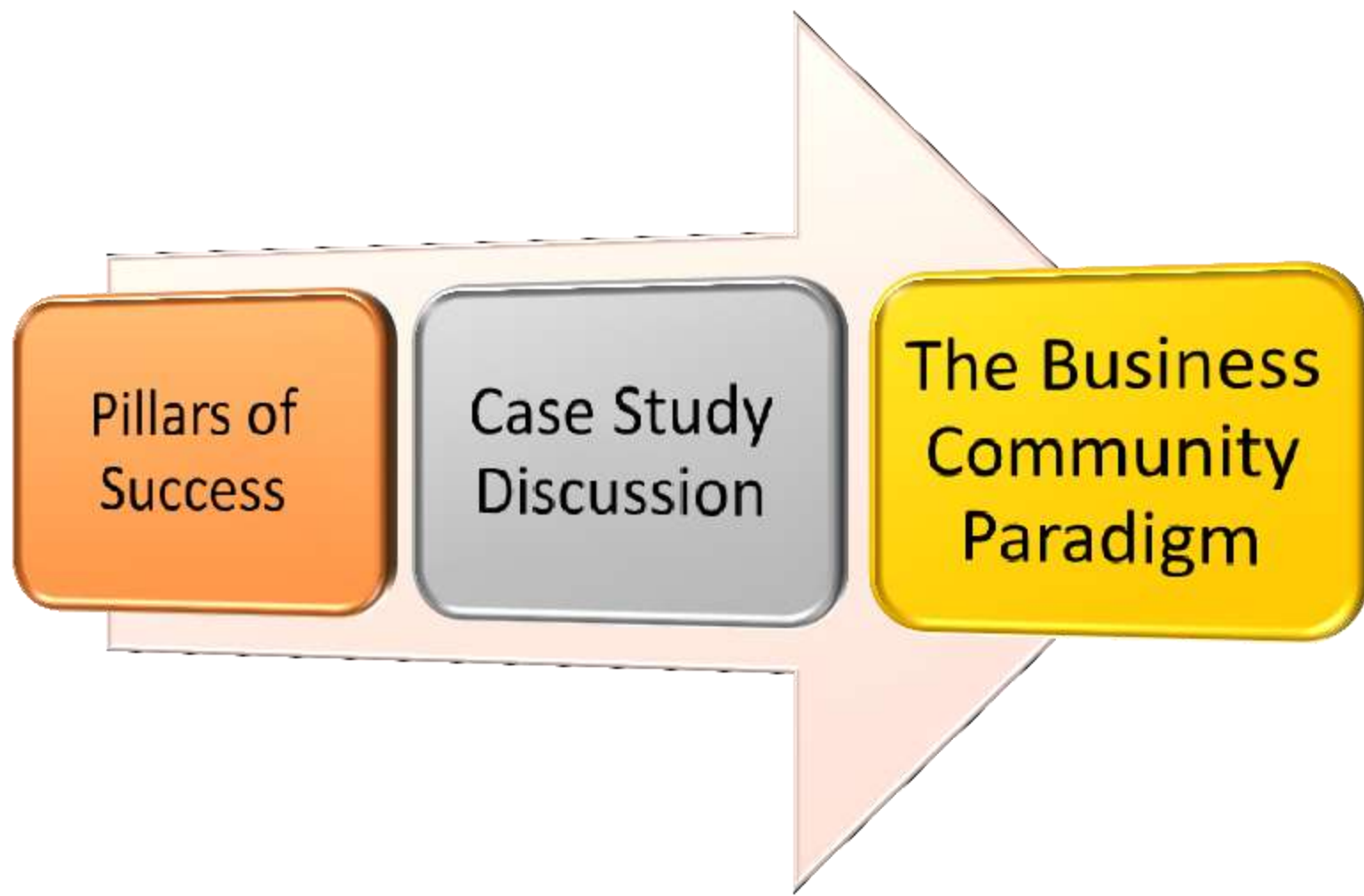


Key Accounts Best Practices

*Electric Cities of Georgia
Economic Development Summit*



Erick Rheam



Five Pillars of Success





Plan

- Clear & Concise
- <3 years



Resources

- Time
- Money

Leadership
Support

- Define
Success
- Support

Community
Support

- Key accounts
- Critical organizations

Follow-up

- Commitment
- Organization

Five Pillars of Success



Identify your gaps

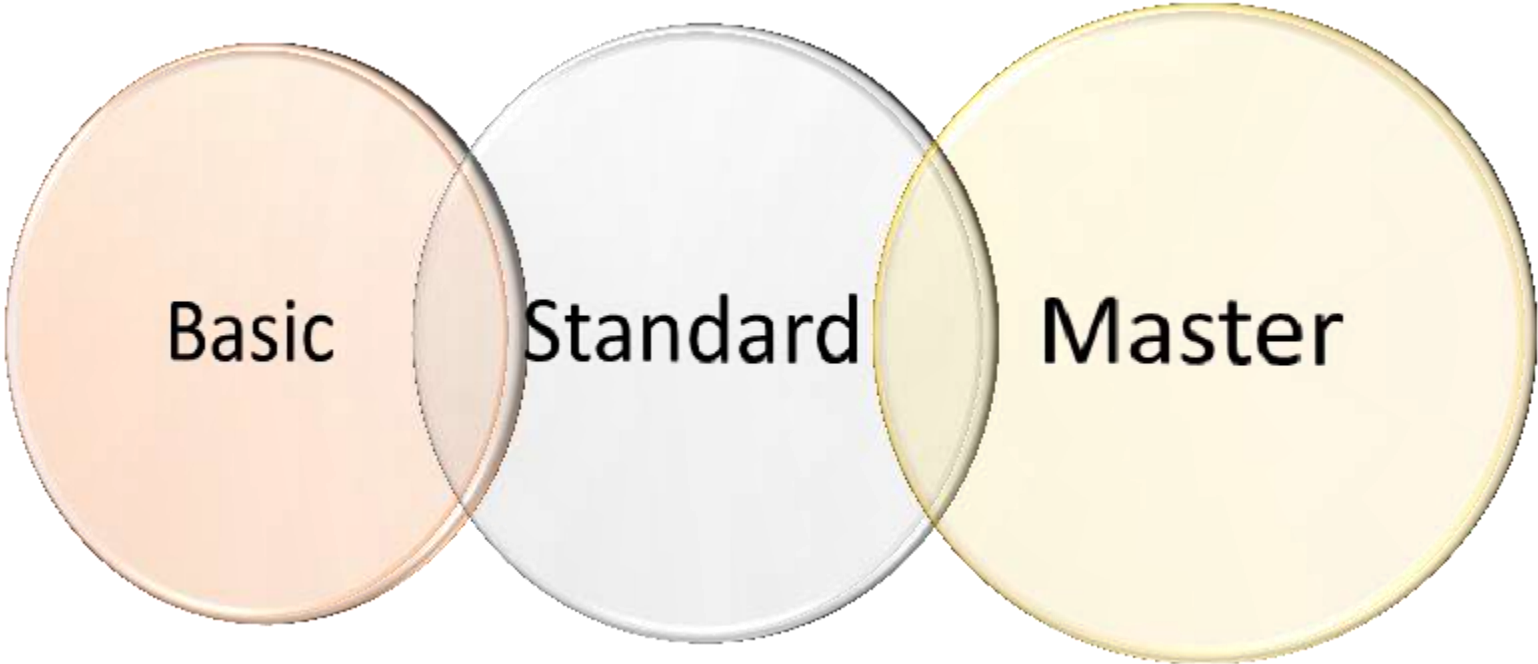


Pillar of Human Dynamics

Managing
Expectations



Program Choice

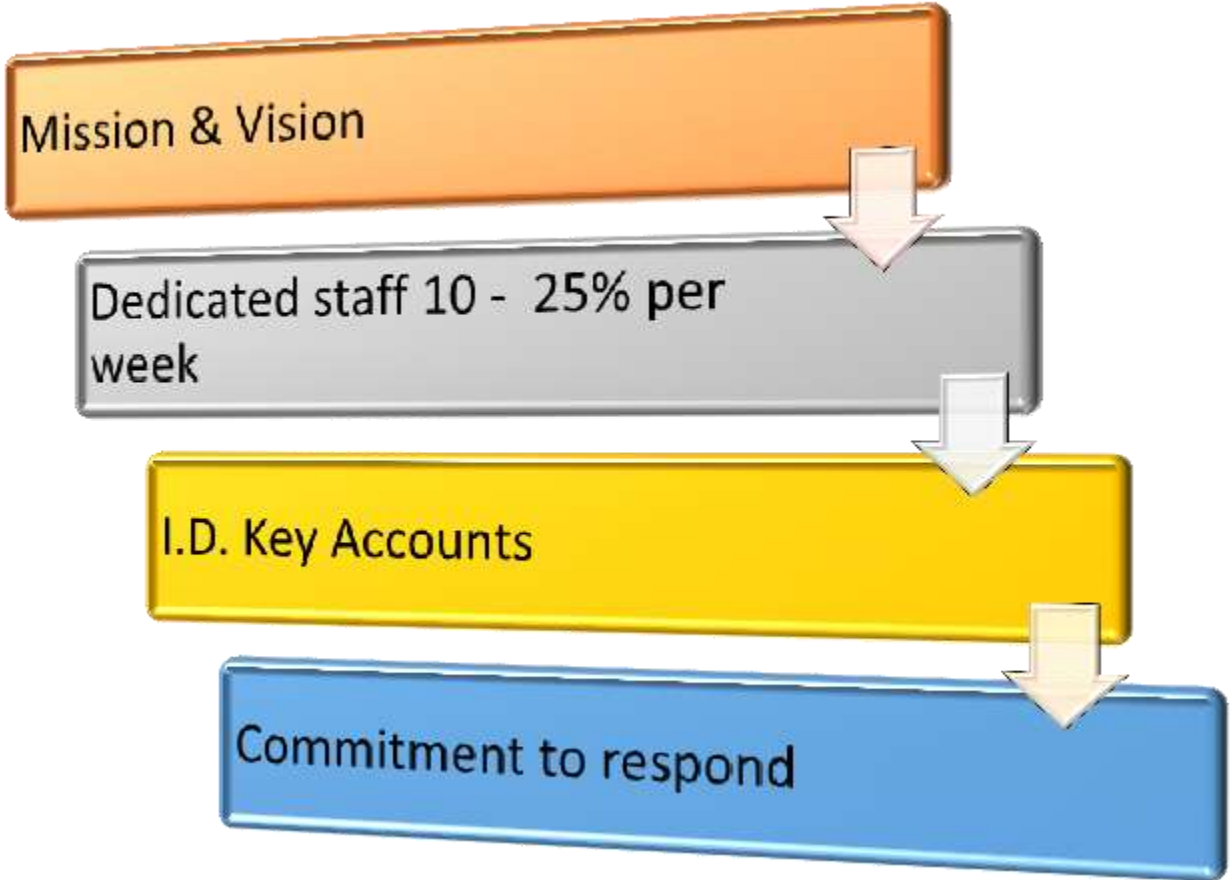


Key Accounts Field Manual

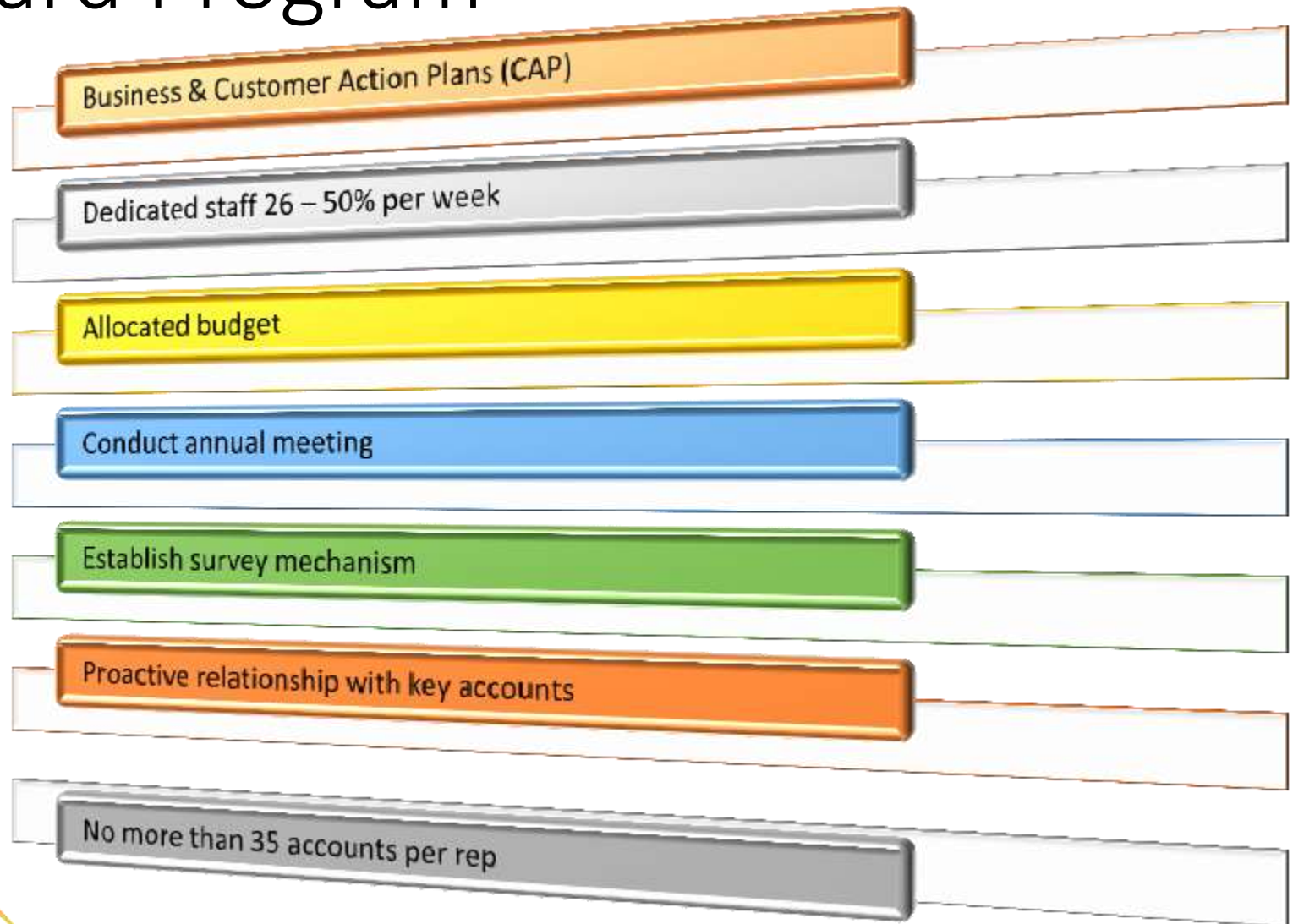
A Guide for Public Power Professionals



Basic Program



Standard Program



Master Program

Dedicated staff 51 – 100% per week

Regular key account events

Relationship with “C” level per key account

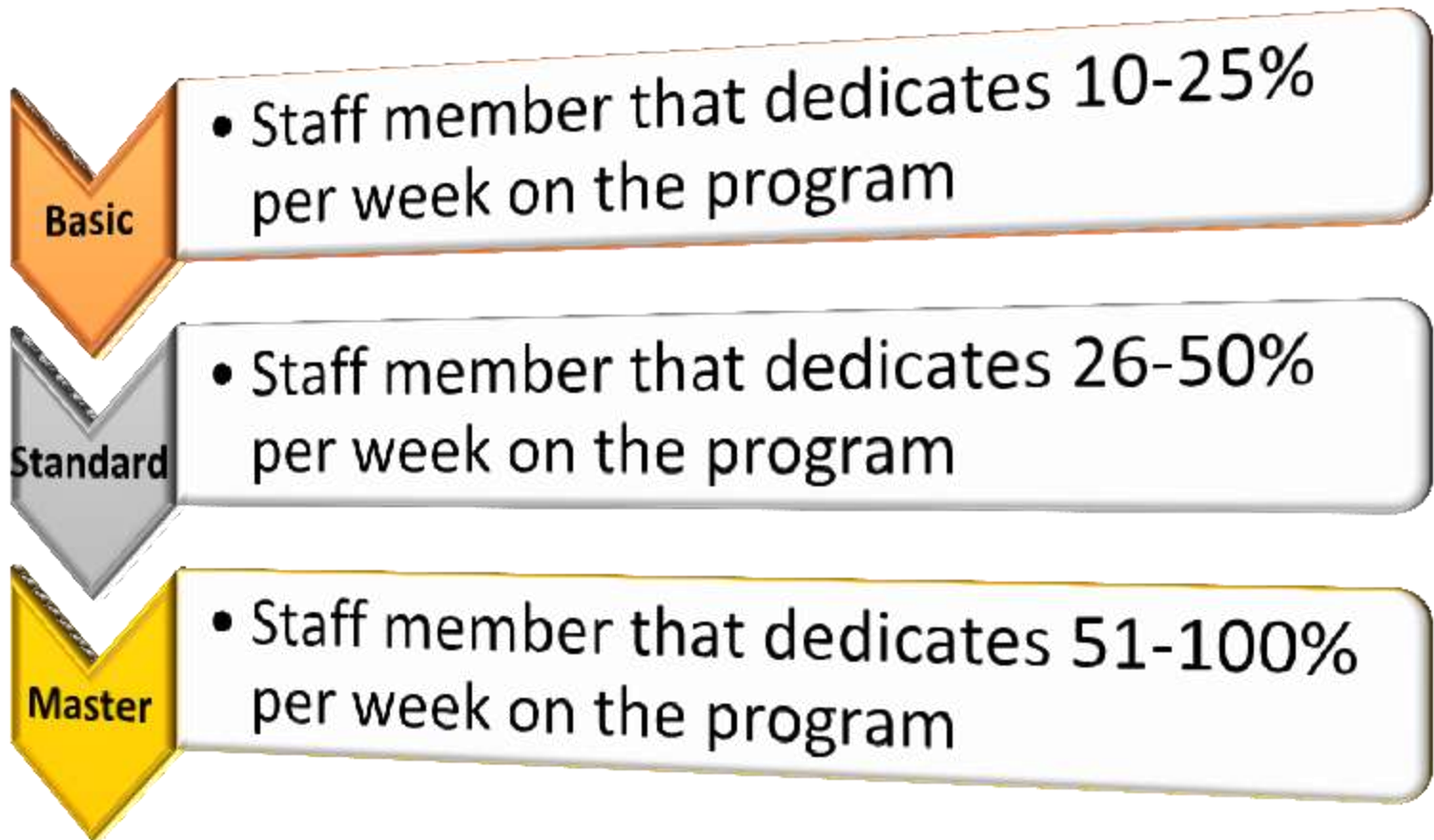
No more than 20 accounts per rep

Establish a key accounts rapid response team

Establish a key accounts advisory board



Dedicated Resources



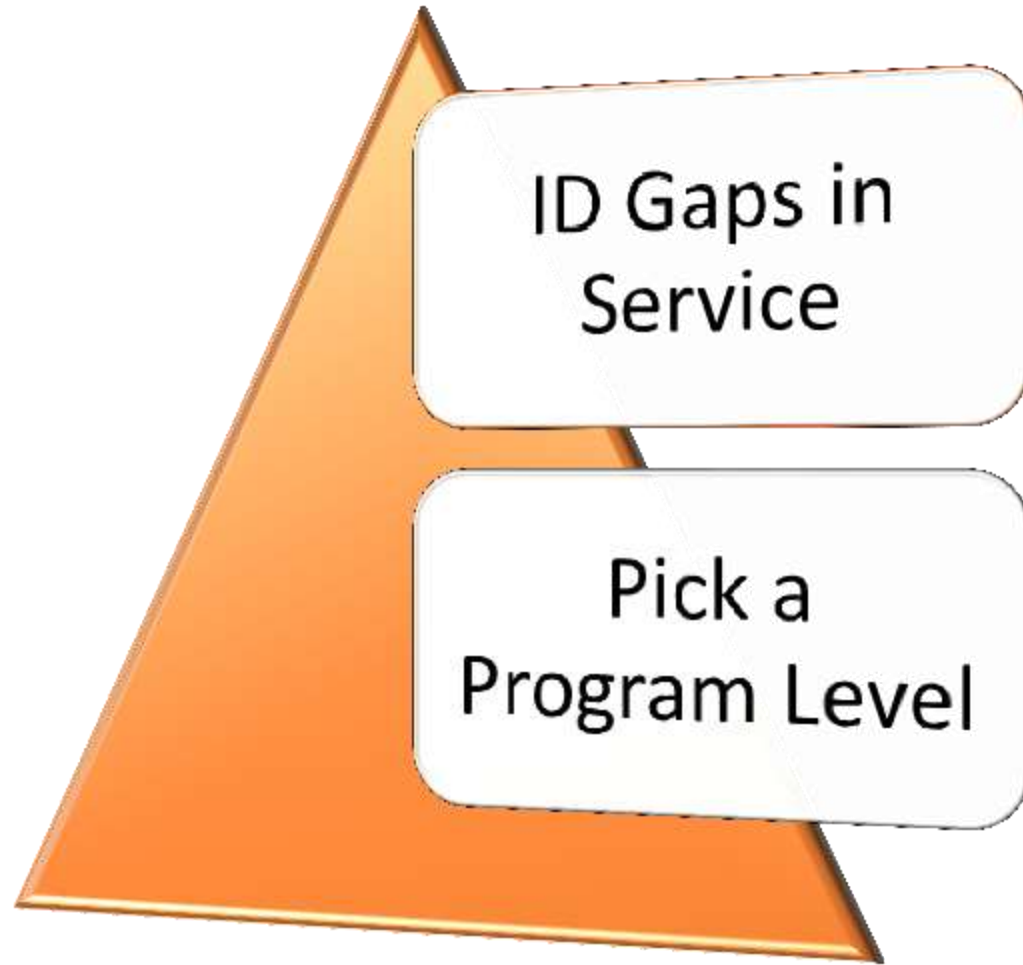
Pick your program level



Summary



Pillars of Success Action Items



What Is Value?

Perceived benefit
from your
customer



Conduct annual survey



Key Ingredient

Continuous
Follow-up



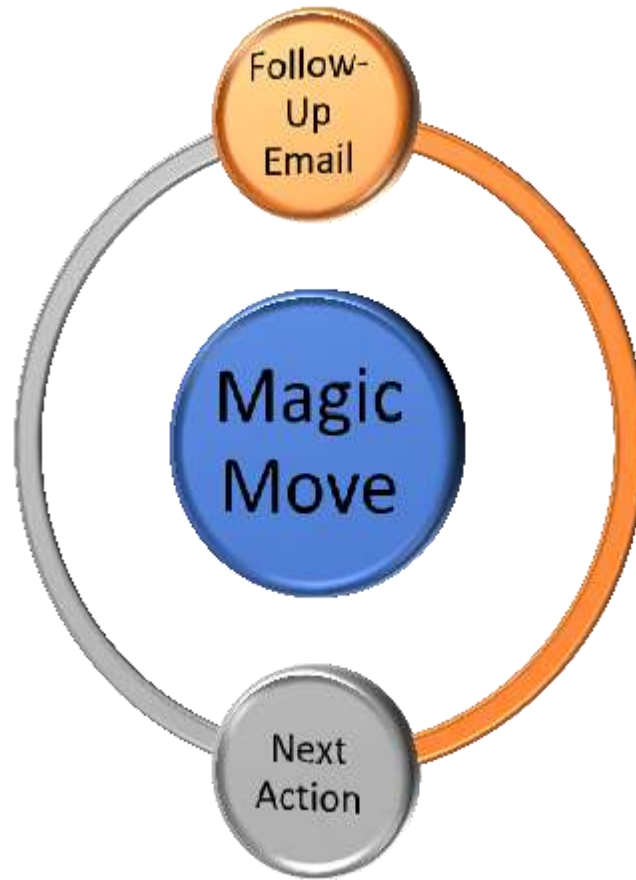
Components of Follow-Up



Preparation



Focus & Organization



Identify next action for each
key account

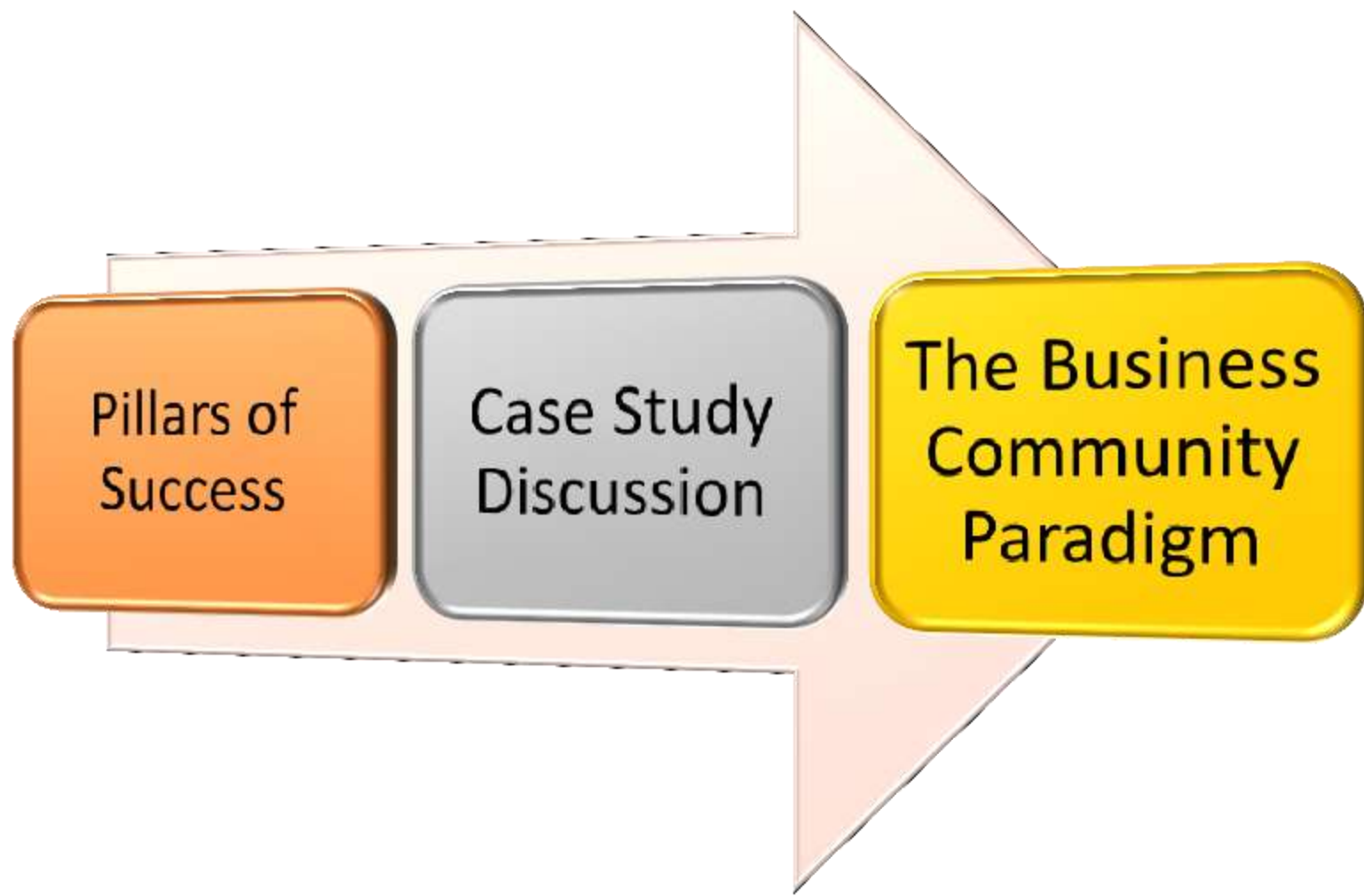


Components of Follow-Up



Action Items





Pillars of Success Action Items



Take Ownership



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