

The Top 3 Strategies for Large Accounts

© ChrisHauser.net 2015

Successfully closing a large account requires careful consideration and planning. You must approach the account as a military strategist approaches a campaign; single battles can be lost so long as the core objective, the account, is won. The best way to achieve this is to frame your approach as part of a larger strategy. This will allow you to use tactics appropriate to each situation and will ensure you can win an account even if a particular part seems lost. You will increase your chances of success, will be able to forecast more accurately, and will gain a valuable skill. The three strategies discussed here are those most useful for large accounts. Each has its own strengths and weaknesses; it's up to you to select the right one and apply it.

The Wave-Front Strategy

The Wave-front strategy is the least efficient strategy here, but can be the most effective if executed well. The goal of this strategy is to create the seeds of a self-sustaining movement in favor of your product. This movement must be large enough that it cannot be ignored by the leadership of the company you are targeting. The key to the creation of this kind of movement is a high amount of relatively low-impact activity. As you are initially targeting the individuals who work in the company, the message can be generic (and thus requires slightly less preparation). Once this groundswell crests, expect the leadership to contact you proactively. This will be sooner than you think.

The Divide and Conquer Strategy

This classic is an effective way to crack open large accounts. The goal of this strategy is to take each major division in turn, without engaging the interference of the others. Only after doing so should you engage at a higher level. You can close undisturbed, and all deals on the way will be large. The final deal will be huge.

The Opportunist Strategy

This strategy is probably the slowest one here, but is very useful for hostile environments. Rather than seeking large changes or huge deals, your goal is to take every small deal you can find, and, with time, build larger deals out of these tiny pieces. The key is to seek even the smallest pieces and to be patient. Once enough pieces are there, you can create a larger deal for a whole department. Once enough departments are won, you can proceed to a division, and so on. The goal is to be everywhere but to be as unobtrusive as possible. Don't be hasty. Instead, seek out every small opportunity you can, and only push for larger deals when you know you can win them.