



# HOW TO BUILD A NEX-GEN MAJOR ACCOUNTS STRATEGY



Larry Levine



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## A NEX-GEN MAJOR ACCOUNT PROGRAM

Consistently executes a plan to:

Bring in net-new business

Target the highest-value accounts to maximize profit

Protect the current account base

Go deeper and wider in current accounts

Leverage social sales tools

Create a stable of new major account reps



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# CHALLENGES

## NET-NEW BUSINESS

The 20/80 Problem

What is the impact of losing a major account?

WHAT'S YOUR DEAL EXPOSURE?

## NET NEW REPS

Generational Problem

What is the impact of a retiring major account rep?



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# BACKGROUND



Larry Levine  
29 years in the channel  
Los Angeles Marketplace  
Major Account Rep  
Social Sales Coach



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# WHY ARE MANY MAJOR ACCOUNT PROGRAMS STAGNANT?



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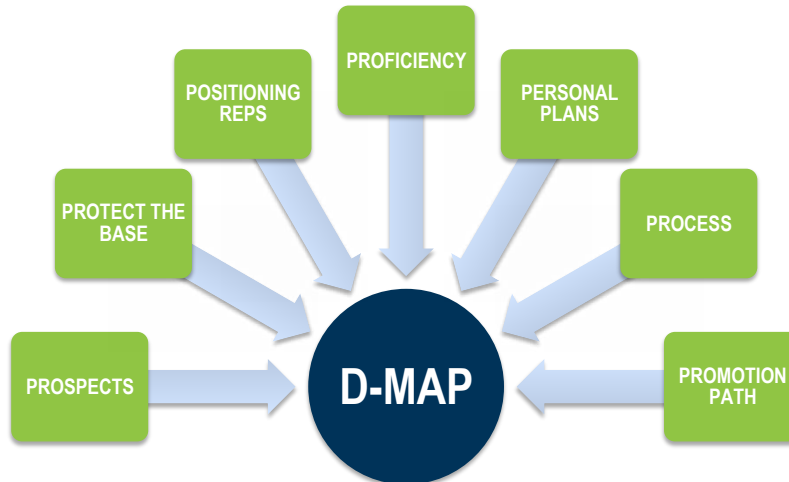
## WHY ARE MANY MAJOR ACCOUNT PROGRAMS STAGNANT?

- ☐ No formalized written **Plan**
- ☐ Sleepy **Prospect** lists
- ☐ No **Promotion Path** to develop new reps
- ☐ Reps not **Proficient** in nex-gen social sales skills
- ☐ Reps poorly **Positioned** as subject matter experts
- ☐ Limited **Process** for accountability



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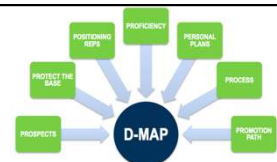
# DEALERSHIP MAJOR ACCOUNT PLAN



## PROSPECTS

Who are the high-value targets in your market?

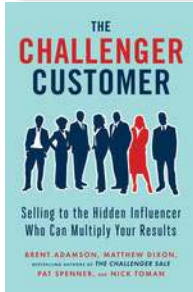
What proactive methods are in place inside your major account department to target these high-valued prospects?



*"Where there  
are pages  
there is pain."  
Larry Levine*

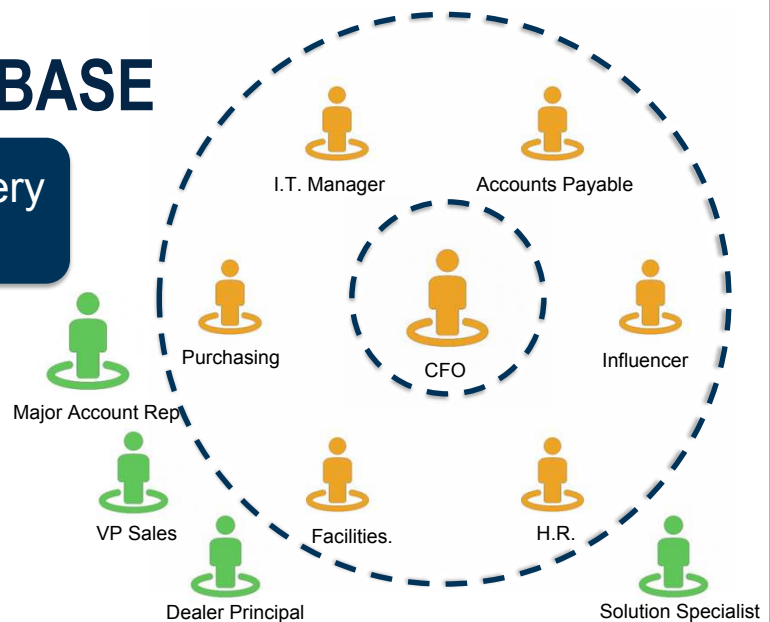
# PROTECT THE BASE

Socially Surround Every Current Account



**6.8**  
People in a decision

Corporate Executive Board, 2016



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# POSITIONING

- How to position yourself online as a subject matter expert
- How to create alignment with multiple decision makers and influencers.

*"If you don't look credible why even bother?"*  
Larry Levine



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# IF YOU LOST YOUR LARGEST ACCOUNT HOW WOULD THIS IMPACT YOUR DEALERSHIP AND MAJOR ACCOUNT REP?



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## What can we do to protect them?

### DIVERSIFY YOUR RELATIONSHIPS

- SOCIALLY SURROUND YOUR ACCOUNTS

### ESTABLISH CONSISTENT COMMUNICATION

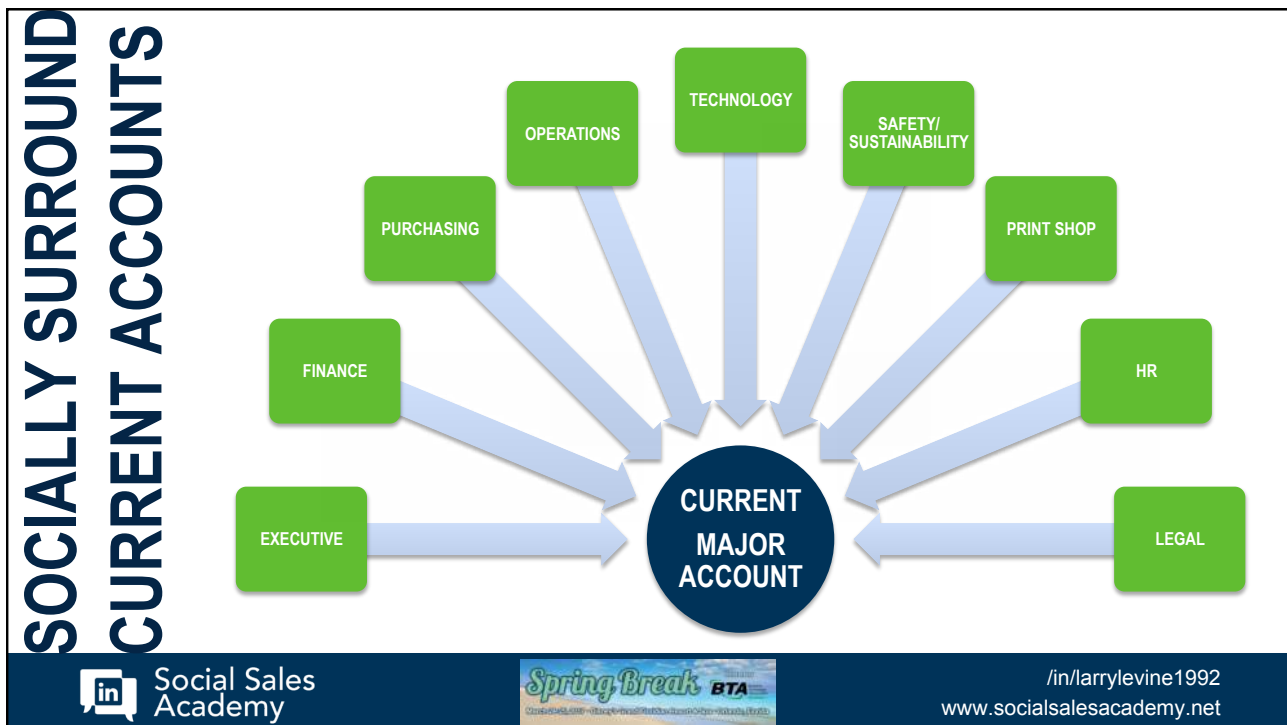
- DAILY SOCIAL ACTIVITY
- MONTHLY SITE VISITS
- QUARTERLY BUSINESS REVIEWS



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84% of C-level/VP executives surveyed use social media to make purchasing decisions.

IDC  
Social Buying Meets Social Selling  
April 2014  
(International Data Corporation)

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Spring Break BTA

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# 95%


Of B2B decision makers expect new or different insights from sales professionals.

LinkedIn Sales Connect, 2015


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“Yeah, I hate change, too.”

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# PROFICIENCY

- Digital Detective
- Social Prospecting
- Business Acumen
- Team Selling
- Presentation Skills
- Proposal Skills



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## How does a Major Account Rep fill the sales funnel?

Conversation

PROACTIVE VS REACTIVE

30-60-90



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# PROCESS



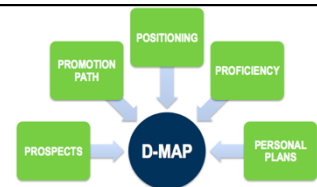
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# PLANS

Strategic Major Account Plan (S-MAP)



Why are you  
in business?

Who are  
your  
targets?

What are  
your goals?

What is your  
action plan?



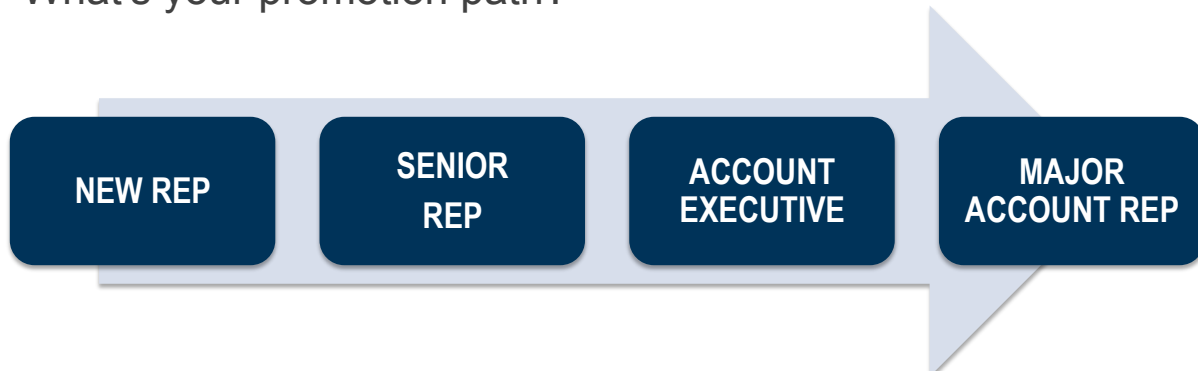
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# PROMOTION PATH

How are you developing new Major Account Reps?  
What's your promotion path?



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# ACTION PLAN

Develop Your **People**

Build a Dealership Major Account **Plan** (D-MAP)

Identify Your Best **Prospects**

Create an Accountability **Process**



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Major Account Workshop  
April 10-11  
Dallas TX

[www.majoraccountworkshop.com](http://www.majoraccountworkshop.com)

1. Create a Strategic Major Account Plan (S-MAP)
2. Build a sales-optimized LinkedIn profile
3. Learn advanced digital prospecting strategies
4. Develop business acumen

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