



How to Increase Sales & Retain Accounts

in the new era of office technology



PRESENTERS



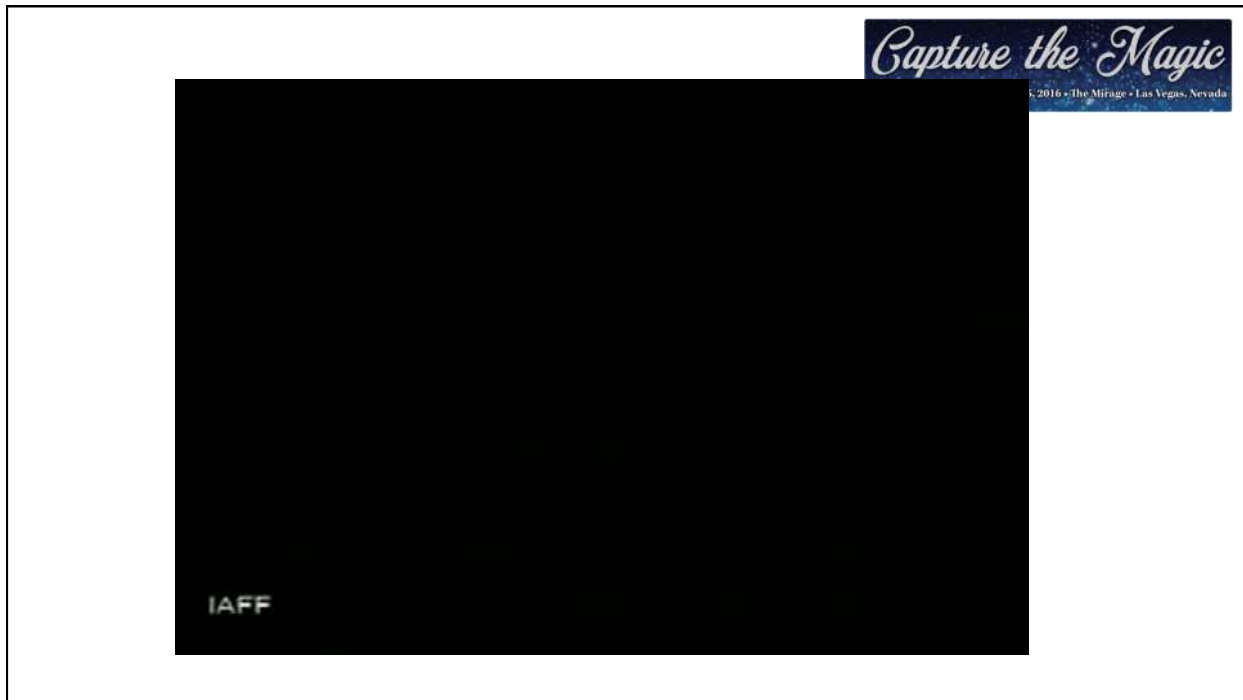
Ed McLaughlin
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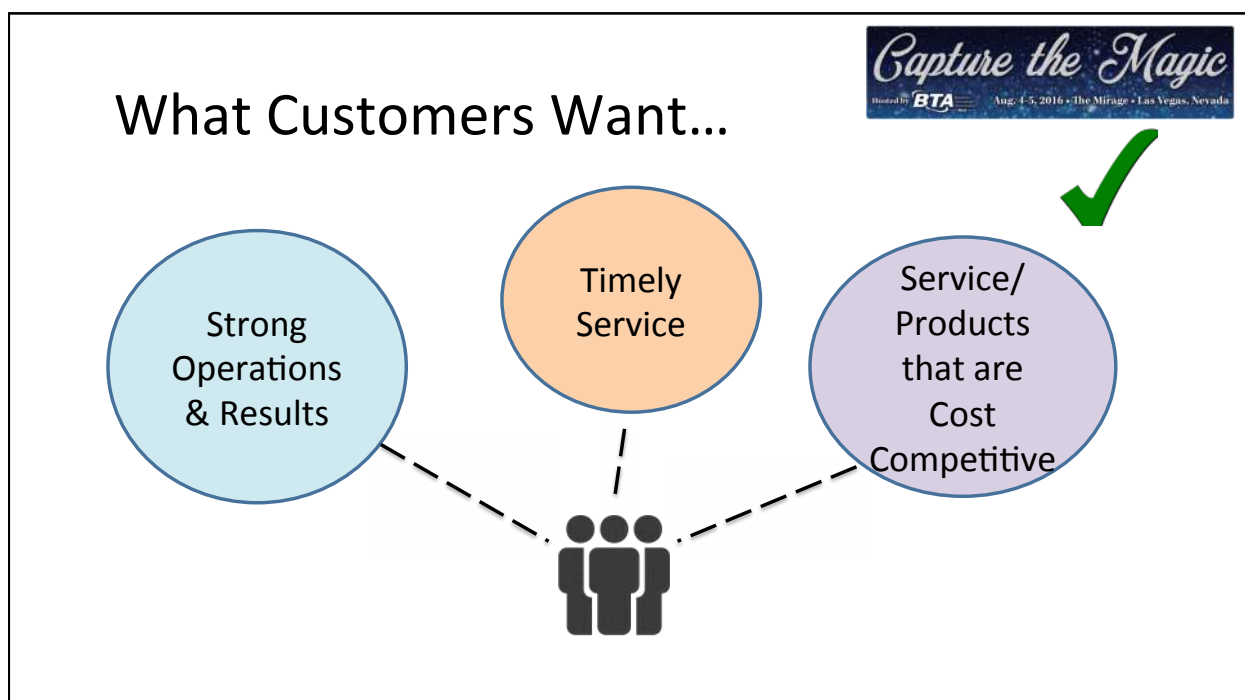
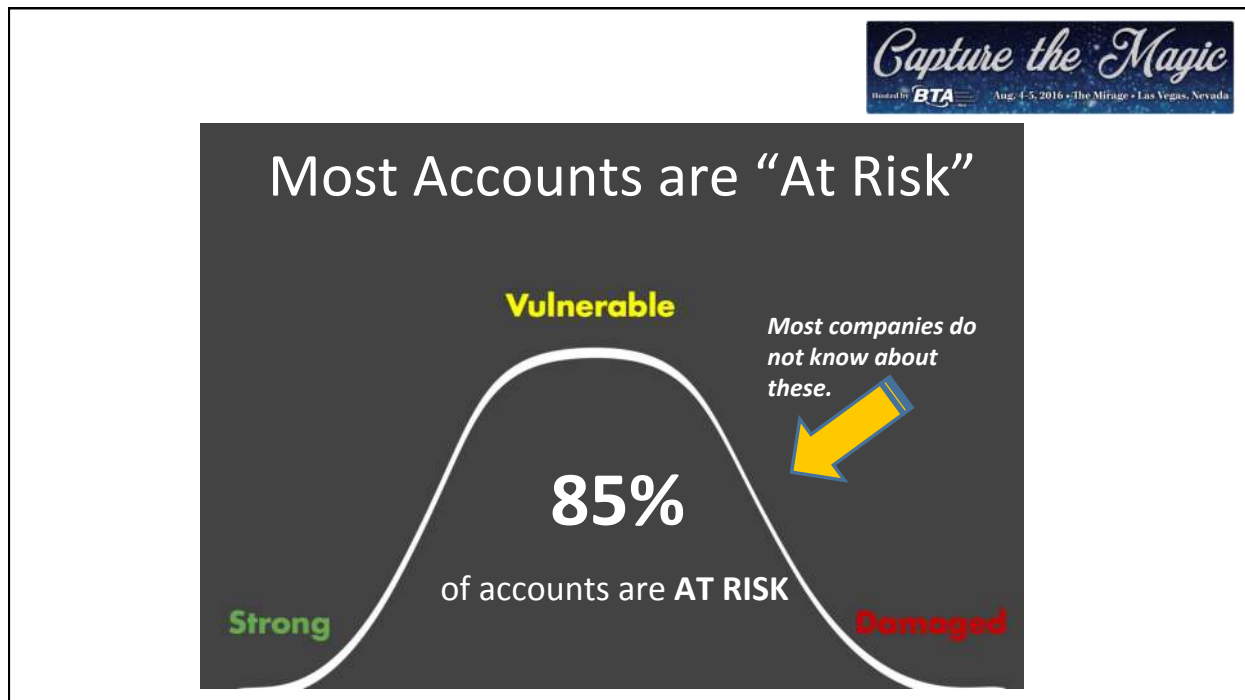
Who, Why, What:

- What Customers Want
- Who is "At Risk"
- Why New Sales are Won
- Why Accounts are Strong, Vulnerable, & Damaged
- Why Renewals are Won & Lost
- Actions for Growth



Capture the Magic
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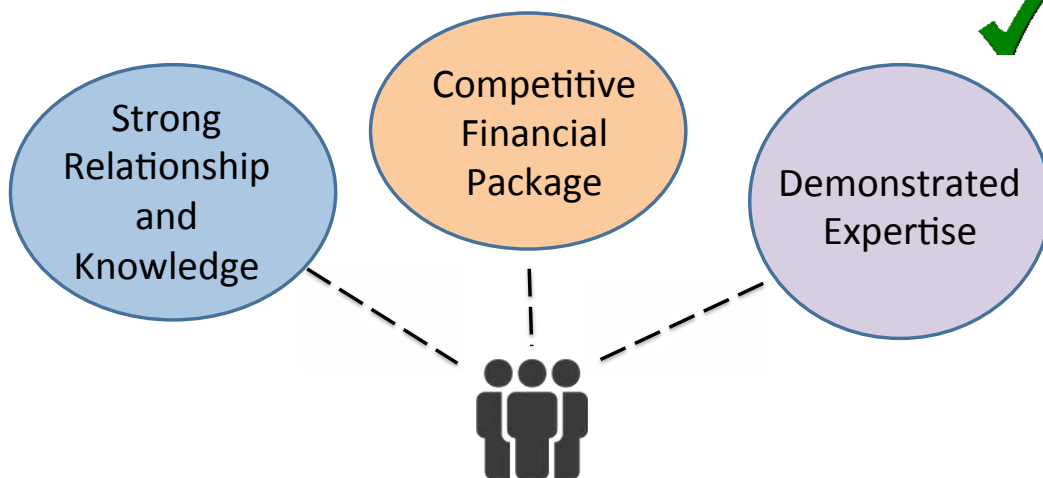


What Customers Want

Requirement	% of Accounts
Strong operations & results	24%
Timely service	9%
Be cost competitive	9%
Receive effective communications	8%
Receive strong support from sales/account team	4%
Operational expertise	4%



Why Businesses Win New Sales...



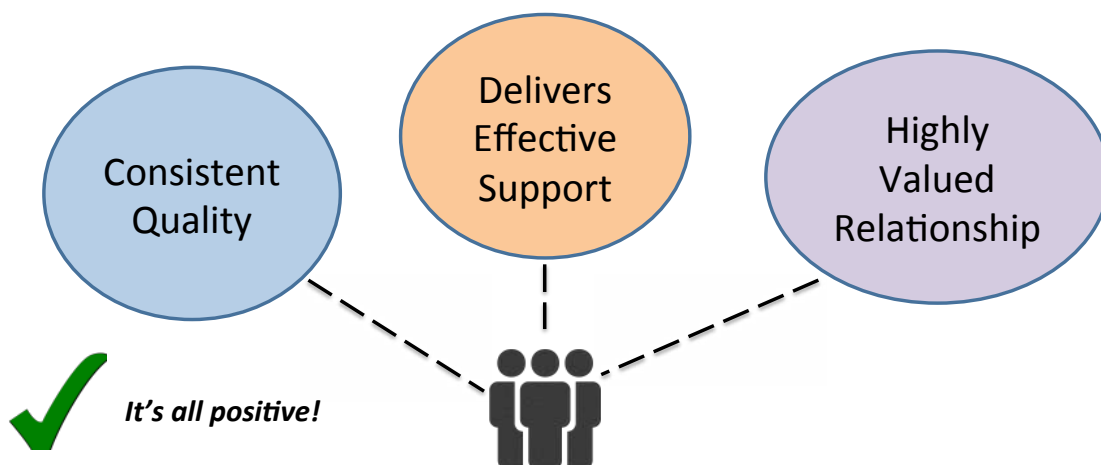


Why Businesses Win New Sales



Reason	% of Accounts
Strong relationship	19%
Offered competitive financial package	16%
Demonstrated expertise	13%
Thoroughly understood requirements	13%
Accommodated prospects' special requests	10%
Offered a strategic program	10%

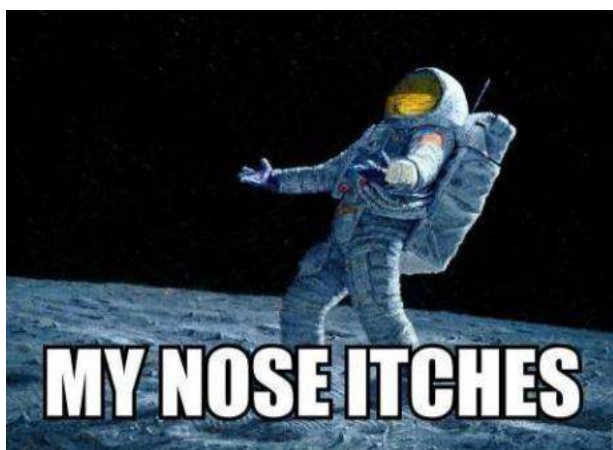
Why Accounts are Strong...



Why Accounts Are Strong

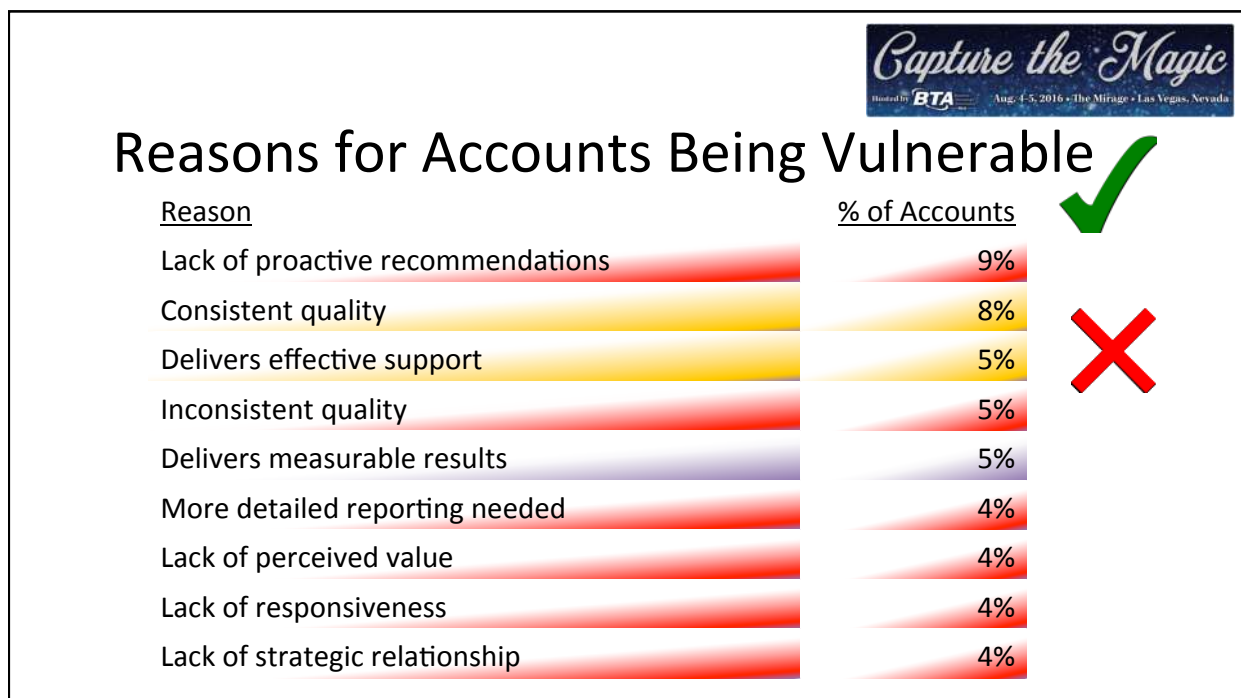
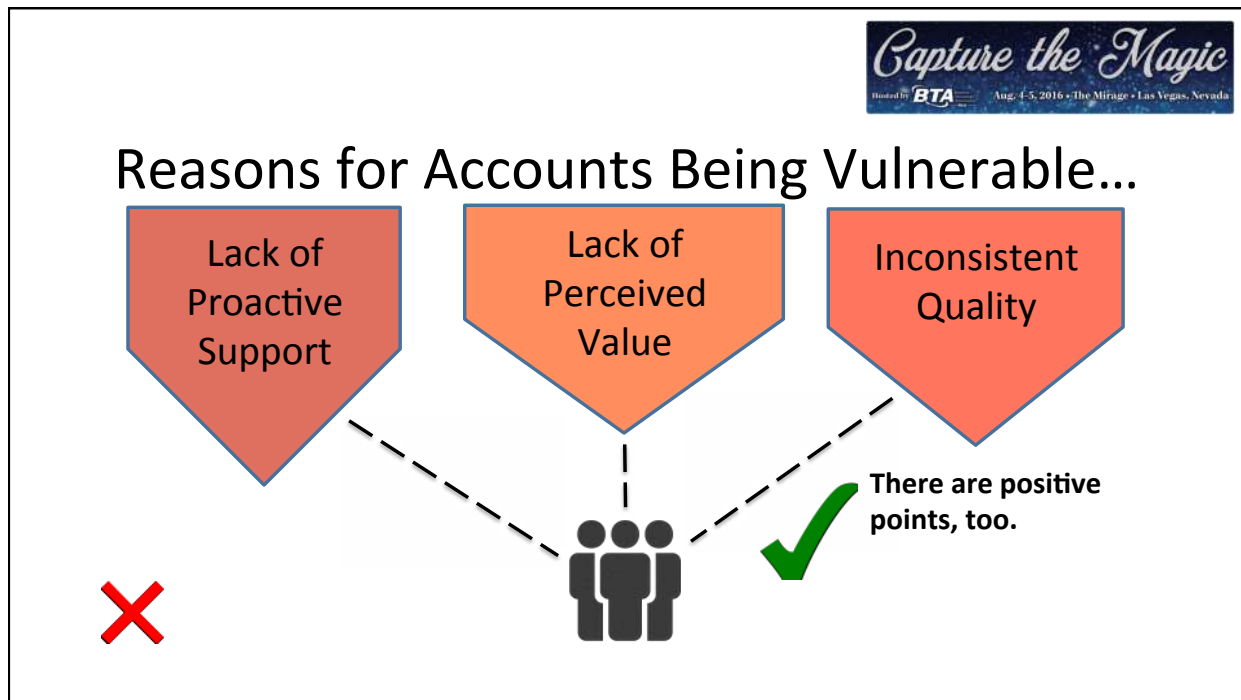


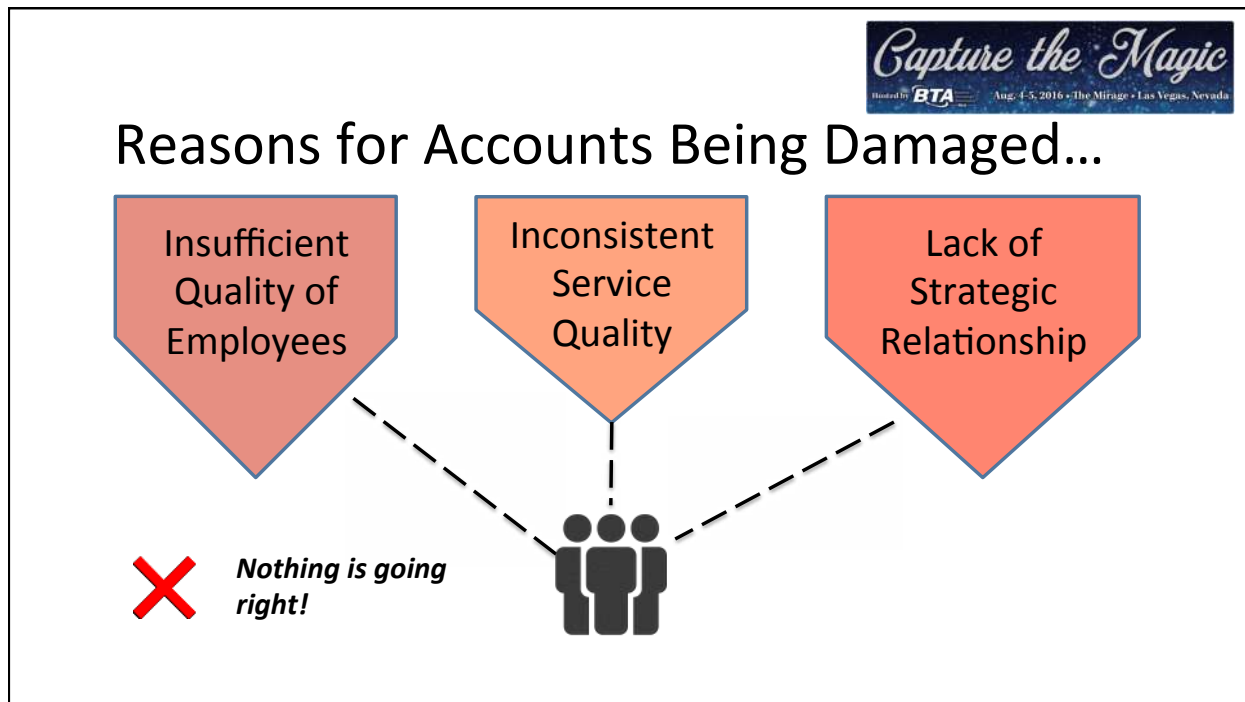
<u>Reason</u>	<u>% of Accounts</u>
Consistent quality	17%
Delivers effective support	15%
Highly valued relationship	12%
Responsive to requests	11%
Delivers measurable results	7%
Proactively shares recommendations	6%
Possesses industry expertise	5%



What Could Possibly Go Wrong?







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Reasons for Accounts Being Damaged

<u>Reason</u>	<u>% of Accounts</u>
Insufficient quality of employees	10%
Inconsistent service quality	9%
Lack of strategic relationship	9%
Failure in basic service delivery	8%
Relationship issues	6%
More detailed reporting needed	6%
Lack of perceived value	5%

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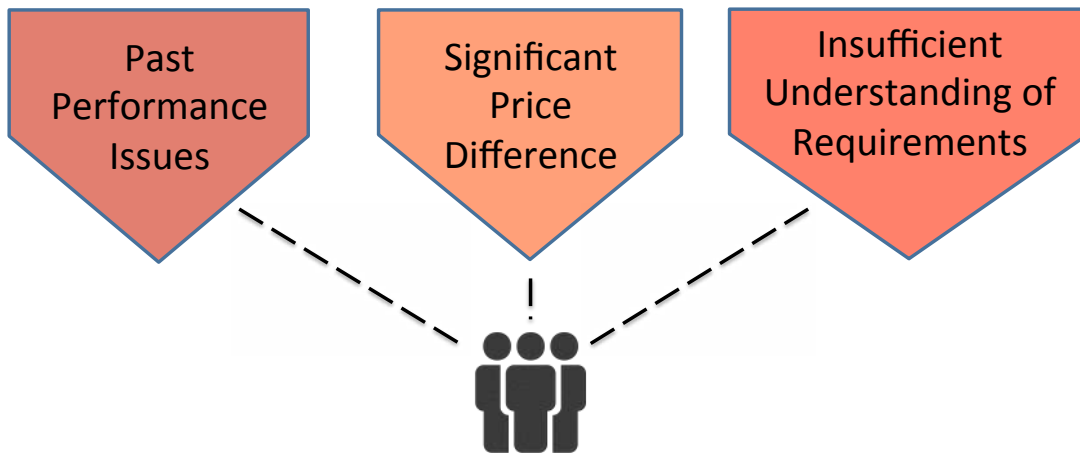
Reasons for Winning Renewals

<u>Reason</u>	<u>% of Accounts</u>
Strong relationship	13%
Offer significant upgrades/enhancements	13%
Program management expertise	11%
Offer strategic program	11%
Stronger brand than competitor	11%
Offer competitive financial package	9%
Strong past performance	7%

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Reasons for Losing Renewals...



Reasons for Losing Renewals

<u>Reason</u>	<u>% of Accounts</u>
Past performance issues	19%
Price was off significantly	12%
Insufficient understanding of requirements	12%
Competitor offered aggressive financial package	9%





How Can You Avoid Becoming “At Risk”?



**Build Sustained Senior
Executive Involvement**



Share the Load



Commit to Account Reviews and Follow Through on Plans



Establish a System to Archive & Share Ideas



Listen to Your Customers at All Levels



Be Fashionable



Thank you!

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