



5 Reasons to Invest in Key Account Management

A key account management strategy can yield significant business impact. Companies that have rallied their people, process and technology around key accounts have experienced some tangible benefits, including: creating more opportunities and closing bigger deals, and growing and strengthening key stakeholder relationships.

1. Building Executive Relationships

An account management strategy drives an average of **three** new executive relationships to develop.



2. Growing Share of Wallet

85% of accounts reported growing share of wallet by applying account management best practices.

3. Developing New Opportunities

96% of key accounts developed strategic opportunities following the implementation of a key account management strategy.



4. Improving Net Promoter Score

72% of accounts improved net promoter score following deployment of a key account management strategy.

5. Winning Strategic Opportunities

60% of Key Account Managers (KAMs) reported winning a large opportunity within the first year of deployment of a Key Account Management Strategy.



Ready to leave your competition in the dust?

➔ [Connect with the SOAR Performance Group](#) for a free 30 minute leading practices briefing on key account management.

➔ [Check out Prolifiq CRUSH](#) and see how you can get more account management done without leaving Salesforce.



Data Source: SOAR Performance Group Customer Survey, 2017.

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