

# WHAT WOULD THE IMPACT BE OF GROWING REVENUE FROM YOUR STRATEGIC ACCOUNTS?

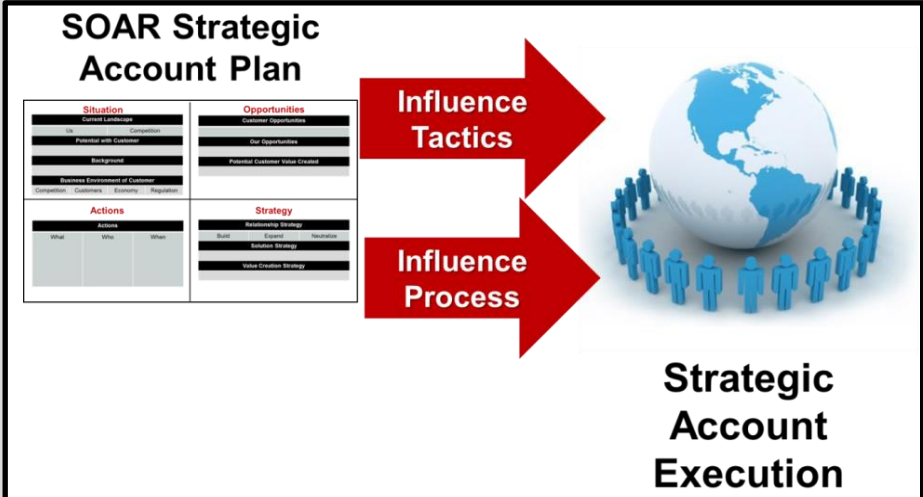


**Who is SOAR Performance Group?**

SOAR is a customer focused sales consultancy headquartered in Atlanta, GA that applies an analytic and fact based approach to sales performance improvement. Our customer success is achieved on a global basis through a custom process of insights, consulting and training centered around a comprehensive understanding and connection to each client's business. We call this unique approach Sales Capital Management.

Most strategic account programs focus on complex account planning processes, but growth in Strategic Accounts doesn't come from planning, it comes from execution. This gap may explain why a recent survey of Corporate Executive Board members found that 41% of respondents were considering restructuring their Strategic Account Programs.<sup>1</sup> SOAR Performance Group believes that Strategic Account Programs must focus on execution in order to be successful. Our approach focuses on enabling growth in Strategic Accounts by:

- Implementing an intuitive planning process that can be easily developed, communicated and coached
- Enabling Strategic Account Teams with the influence skills necessary to gain internal commitment to executing the plan
- Providing Strategic Account Teams with the selling skills necessary to execute the plan at the customer level
- Empowering managers to effectively coach the execution of the Strategic Account Plan



Growth in Strategic Account revenue requires more than a plan, and SOAR Performance Group has helped leading global companies achieve growth in Share of Wallet by moving from plan to execution. The success of our approach has led the Strategic Account Management Association to award a SOAR designed Strategic Account Execution program with an award for Outstanding Corporate Performance in Strategic Account Management.

*Value Delivered For:*

1. Corporate Executive Board "Pitfalls that can Torpedo your Key Account Program" <http://www.executiveboard.com/blogs/pitfalls-that-can-torpedo-your-key-account-program/>



**What is Sales Capital Management?**

A method that aligns your sales team, sales talent and customer engagement approach to drive profitable growth within your target customers.

**Client Successes:**

- \* Up to 10x growth in share of wallet
- \* \$15 million in incremental opportunities identified

**CONTACT US**

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