

CASE STUDY

Growth Through Strategic Account Management in the Age of AI

OVERVIEW

Enhancing your account management strategy may be the key to unlocking long-term business growth. Leverage the latest AI technologies and my extensive knowledge of account management, and deliver the kind of service that exceeds expectations, cultivates loyalty, and underpins commercial success.

ACCOUNT MANAGEMENT SERVICES POWERED BY AI

If you're not leveraging the power of AI to optimise your account management strategy, you're running the risk of falling behind your competitors.

My tried-and-tested, fully customised services will ensure your approach to account management is effective, efficient, and scalable.



BUSINESS AND AI CONSULTING SERVICES

Whether you are looking for ways to improve your service to clients or pursuing an internal project in order to streamline your business, my consulting services are designed to unleash the full potential of the latest AI technologies.

Working across business functions such as development, innovation, and operations, I support my clients in several key areas.

ACCOUNT MANAGEMENT METHODOLOGY DEVELOPMENT

I will assess your business before working with you and your team to develop a robust, scalable account management methodology your Account Managers can implement with ease.

ACCOUNT MANAGEMENT/ AI ENABLEMENT

Leverage my proven account management systems and best practices to deliver the best possible service to key accounts.

MENTORSHIP

Once I have communicated all the relevant methodologies, I will act as a mentor to ensure they are fully and effectively implemented – giving your clients a best-in-class experience.

AI TRAINING

Deepen your organisation's AI knowledge base and empower your colleagues to leverage the latest technologies for enhanced account management.

AI-POWERED ACCOUNT MANAGEMENT SOLUTIONS

Work with me to build AI-powered, fully customised account management solutions that deliver for your clients.

COLLATERAL AND BUSINESS REVIEWS

A solid account management strategy begins with the creation of robust collateral and a structured approach to Business Reviews. My tried-and-tested approach includes the following processes:

- Creation of a strategic AM plan
- Creation of a strategy for business reviews
- Creation of customer maturity roadmaps
- Run surveys
- AI roadmap and pilots
- Risk management

KNOWLEDGE BUILDING

One of my key responsibilities is to grow and develop the overall knowledge base within your organisation. I do this in a number of ways:

- Creation of a knowledge base with industry topics and competitor information
- Sales-focused content maps
- An informational newsletter

ONGOING SUPPORT

I will be right by your side as you implement the strategies and tools I've introduced – in several ways:

- Driving AI pilots
- Creating and implementing account management best practices
- Developing authority through blog posts and white papers
- Attending industry events

ACCOUNT MANAGEMENT STRATEGIES FOR GROWTH

With a robust, AI-powered account management methodology at your disposal, you can lay the foundations for long-term business growth. I can help you get there by providing three essential services.

IN-HOUSE SKILLS DEVELOPMENT

Even the most effective, comprehensive account management strategies can't succeed without the involvement of your team. That is why I am committed to developing the relevant skills within your team. My approach to skills development is based on six key areas:

Communication Skills



Improve your overall account management approach by allowing me to identify and address any communication skills gaps – whether they're written or verbal in nature.

Progress Tracking



Being able to access the latest information on accounts is the key to both fine-tuning the changes I make and developing a fit-for-purpose account management methodology.

Strategic Thinking



Develop strategic thinking capabilities within your team through a series of mentoring plans and exercises. I will demonstrate how categorising customers based on metrics such as size, revenue, and domain can facilitate the effective allocation of resources.

Time Management



Utilising the latest AI technologies, I will upskill your team's time management skills to create a more productive workforce that benefits your clients and your bottom line.

Analytical Skills



Ensure your team has the skills required to interpret data, identify trends, and develop actionable insights. I will ensure your organisation is capable of tracking and tweaking the pilots we conduct together.

Continuous Learning



The learning journey never ends when I'm in charge of driving your account management methodologies. From products to markets to productivity, the search for knowledge and valuable insights is an ongoing process.

SERVICES

- ✔ Solutions Audits
- ✔ Process Audits
- ✔ Competitive Analysis
- ✔ Industry Insights
- ✔ Customer Engagements
- ✔ Training & Mentoring
- ✔ Content Creation
- ✔ AI Adoption
- ✔ Business Transformation