

**About Client:** Client is a leading telecom player based out of UK

**Client situation:** Client was looking to initiate account based marketing program for its key accounts

**What we did:** Our solution had following elements

- Identification of all key accounts that contributed significantly to the revenues of client
- Templating the information needs of all key accounts for effective sales conversations
- Availing all the information to all client stakeholders in a web based platform
- Any information regarding any key account could be studied before a meeting to identify client's strategic challenges and business needs. This information was effectively used to convert the meeting into deals
- Any change in strategy of key accounts that could trigger the need of client's services were promptly flagged off
- Lead generation was done for hunting new accounts apart from farming the existing accounts

#### **Outcome**

- Hundreds of insights based discussions leading to successful conversion of sales meetings