Capability matching

Identify functional and non-functional requirements of the client and match them to your product or service and justify the choices in your proposal.

Desk Research

Gather procurement policies and annual reports of the client. Analyze the organization and previous interactions with sales.

STEP 2

Capability &

STEP 1

Preparation & Research

Pains & objectives

Understand the client's current challenges. Identify the client's longterm goals.

STEP 4

& meetings

Strategies per client

Plan strategies per client and determine approach methods. Segment these strategies baed on your predefined verticals.

Altura

Stakeholder mapping Identify internal influencers and decisionmakers within the client organization. Find the internal champion for your solution. stakeholder analysis STEP 3 How to build an account strategy **Competitor's** 4-step plan to define your DMU analysis & tools

Competitor analysis

Analyze competitors and determine your USPs. Map influential relationships within the client organization.

Strategic sessions

Tools

Use AI to analyse data. Connect your CRM system with bid management software or consider an all-in-one platform like Altura.

Kick-off meetings

Use kick-off meetings to align roles and responsibilities within your commercial teams.

