



ACCOUNT CENTRIC SALES EFFECTIVENESS

*The Future-Proof Sales Framework for
Strategic Accounts*



ARE YOU CHANGING FAST? AND ENOUGH

Does your current approach to strategic account-management seamlessly leverage technology, data and human collaboration to create a sustained, digital, scalable path to effectiveness?

Account Based Selling impacts
75% increase in ACV & **150%**
in LTV with ABS
- TOPO

Account Based Marketing improves
71% Relationships & **55%**
Revenue
- ITSMA

ABM and ABS is increasing Customer
Retention rates by **55%**
- Bain & Company

NEXT

Account Based Selling
is the New Normal for
Enterprise Selling



Account Based Selling
is the New Normal for
Enterprise Selling



Unlock Account Centric Sales Effectiveness

for growth by digitally transforming your account planning

more than

15000

active practitioners across verticals

more than

850

conversations with CSOs, Account & Sales
heads and Sales Operations heads

more than

2500

strategic accounts grown

more than

2X

revenue impact for users



Account Centric Sales Effectiveness (ACsE) Framework is based on hundreds of conversations with high-performing CSOs and thousands of practitioner experiences across 2500 strategic accounts that have shown consistent growth.



THE **7** SUCCESS DRIVERS

The crux of ACsE's account planning framework is that it is built around the seven critical drivers that define key account growth as characterized by successful and effective sales and account teams.

With ACsE we bring these seven drivers into a single actionable and measurable framework.

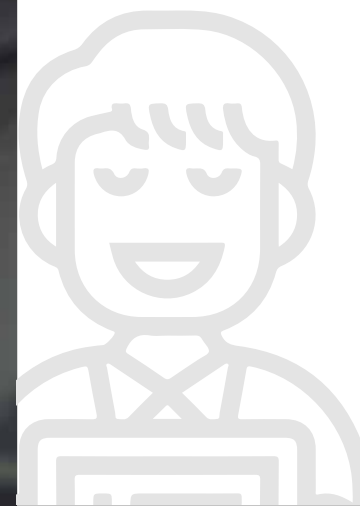


1 PROPOSITION DISTINCTION

*Knowledge and understanding of the industry is the **#1** criteria for solution provider selection*

- ITSMA, How Executives Engage Survey, 2018

Knowledge of the customer's business and industry, up-to-date visibility into the customer's organization and how your own solutions can benefit them in purposeful and innovative ways.





2 INTELLIGENCE AGGREGATION

*Intelligent information drives purchase ease and high-quality sales by **3.0x***

- Gartner, Future of B2B buying

The challenge is to create a pathway to organization-level intelligence that helps build sustained, person-independent, data-powered relationship with customers. It's important to have customer data in one place, where it can be easily accessed by all stakeholders.



3 RELATIONSHIP FOCUS

*An average of **11** Individual stakeholders are involved in a B2B purchase; that number can occasionally flex up to nearly **20***

- State of Sales, Salesforce

Cross-sell and upsell is not possible if you are not cross-connected and up-connected. This calls for wide and deep relationship mapping - not just how many and who you know in the customer organization but how well do you know them and their disposition towards your organization?





4 COLLABORATION ENABLEMENT

Collaborative orchestration across functions is among the Top 5 defining attributes of Account-Based Everything

- TOPO, 2019

Internal collaboration is the key to leveraging opportunities and creating value with innovation. Equally important is to collaborate with external stakeholders such as industry partners, alliances and influencers, who can help add value to the solution.



5 COMMUNICATION MATURITY

Teams that can deliver ongoing customer improvement conversations increase their ability to grow that account by 48%

- Simon Collins, Gartner

Valuable thought leadership content that helps customers grow, at a regular conversational frequency or cadence. Maturity also means you to move from communication to conversations, with equal inputs, feedback and engagement from both sides.





6 PROGRAM MANAGEMENT

***59% of customers say
tailored engagement based on
past interactions is very
important to winning their
business***

- State of Sales, Salesforce

Customers expect high-touch programs not just across all their preferred channels, but also across all levels of the buying centres. Engagement maturity indicates that these are orchestrated seamlessly and tailored for specific conversation progressions.



7 GOVERNANCE MECHANISM

***65% of sales time is spent on
non-revenue generating activities***

- Capterra, 2020

It's imperative to progress from ad-hoc reporting to outcome based real-time tracking with single-view reports accessible to stakeholders anytime, any device. This helps in tracking and reporting that is clear, unified and standardized.



A decorative graphic consisting of three parallel diagonal bars in teal, orange, and blue, matching the Demand Farm logo.

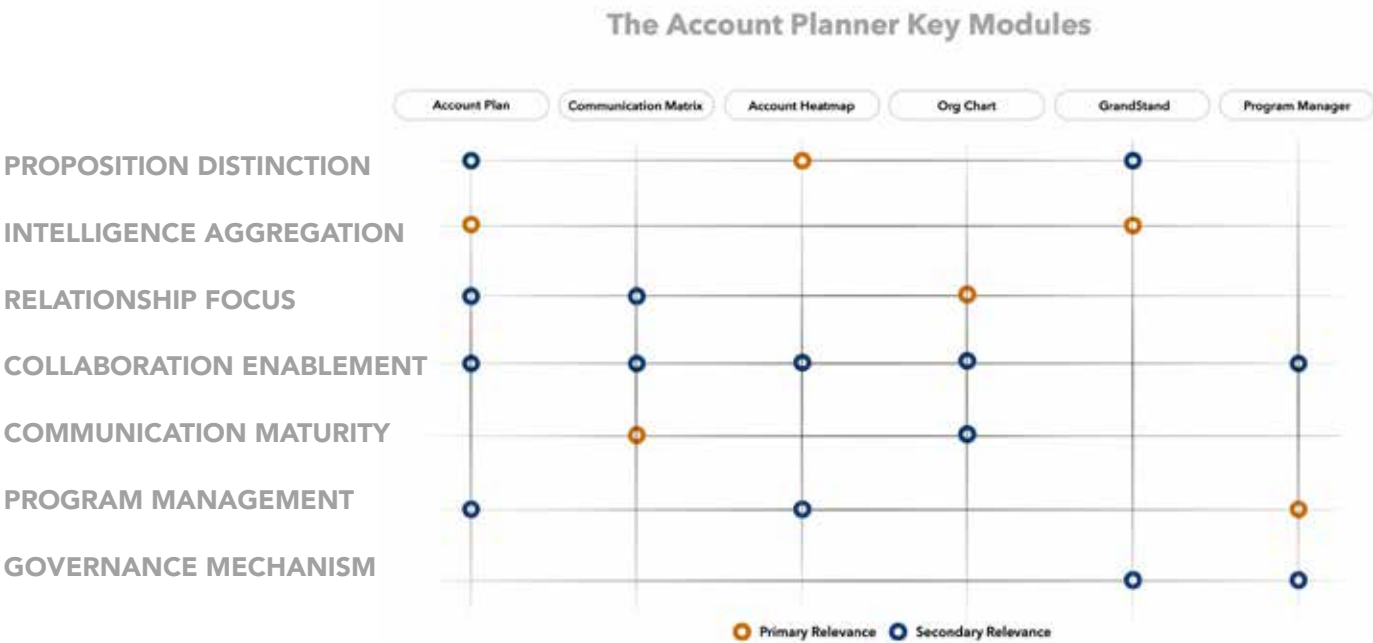
HOW DO WE ENABLE?

DemandFarm’s powerful combination of planning and execution solutions enable digital, data-driven, collaborative, effortless and scalable account planning right inside your CRM.

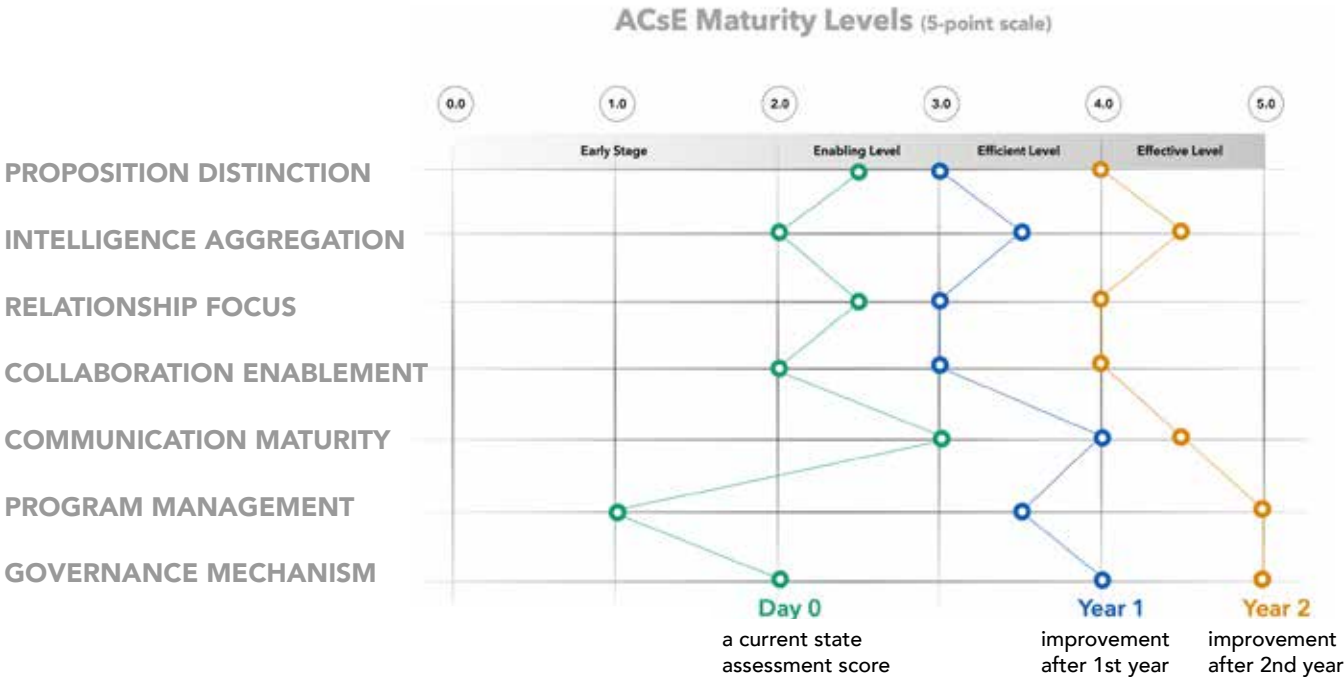
Our proven Account Planning Products include features which are mapped to the seven drivers of ACsE thus allowing you to zero-in & fine tune strategy and measure improvements at a granular level.

A decorative graphic consisting of three parallel diagonal bars in teal, orange, and blue, matching the Demand Farm logo.

HOW DO WE ENABLE?



HOW DO WE IMPACT?



* Sample assessment score for 'Company A'

The ACsE assessment helps determine current state and build future maturity along each driver of SAM success.

With an account-centric effectiveness operating model powered by DemandFarm, you can measure progress along each driver to assess wins, vulnerabilities and improvements across each driver for your account/s





UNLOCK YOUR ACCOUNT GROWTH WITH ACsE

ACsE
Account Centric Sales Effectiveness

Delivering 5% Incremental Yield per account in the mid-term, Driving Sustainable & Predictable Revenue Growth and Accelerating Efficiencies and Productivity Gains.

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TRUSTED CUSTOMERS

The logo for TechData, featuring a stylized 'D' followed by the text 'TechData'.

The logo for Outrider, featuring the word 'Outrider' in a sans-serif font.

The logo for RWS, featuring a stylized 'R' followed by the text 'RWS'.

The logo for Merck, featuring a stylized 'M' followed by the text 'MERCK'.

The logo for Designit, featuring the word 'Designit' in a sans-serif font.

The logo for Course5, featuring the word 'Course5' in a sans-serif font.

The logo for Persistent, featuring a stylized 'P' followed by the text 'Persistent'.

The logo for northhighland, featuring the word 'northhighland' in a sans-serif font.

The logo for DU CO, featuring the letters 'DU' above 'CO'.

The logo for MX, featuring the letters 'MX' in a bold, sans-serif font.

The logo for slalom, featuring the word 'slalom' in a lowercase, sans-serif font.

The logo for Tech Mahindra, featuring the words 'Tech Mahindra' in a sans-serif font.



The logo for Mu Sigma, featuring the letters 'uO' in a stylized font.

The logo for Debold Nadorf, featuring a stylized 'DN' followed by the text 'Debold Nadorf'.

The logo for Capita, featuring a stylized 'C' followed by the text 'Capita'.

The logo for NOMURA, featuring the word 'NOMURA' in a bold, sans-serif font.

The logo for HYUNDAI, featuring the Hyundai symbol followed by the word 'HYUNDAI'.

The logo for BLACK BOX, featuring a stylized 'B' followed by the text 'BLACK BOX'.

The logo for newsela, featuring a stylized 'N' followed by the text 'newsela'.

The logo for phenom, featuring a stylized 'P' followed by the text 'phenom'.

The logo for SYMPHONIC, featuring a stylized 'S' followed by the text 'SYMPHONIC'.

The logo for LiveRamp, featuring a stylized 'L' followed by the text 'LiveRamp'.

The logo for TaskUs, featuring a stylized 'T' followed by the text 'TaskUs'.

The logo for ZEBRA, featuring a stylized 'Z' followed by the text 'ZEBRA'.

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