

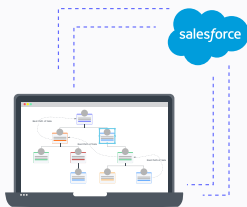
How account mapping in Lucidchart improves the buyer experience

In order to outshine your competition and close more deals, your sales reps need to deeply understand their buyers and find ways to customize the experience according to the buyer's needs. But to do that, they need to identify decision-makers, learn everything they can about them, and document that information for use across the sales team.

Account maps help your reps document the details that will inform their relationship with the buyer throughout the lifecycle of the account.



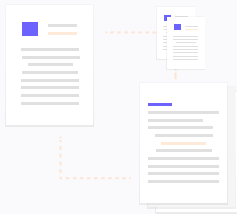
Here's how account maps will benefit your sales org:



Make CRM data actionable

Instead of seeing information jumbled throughout Salesforce records, your reps can see the big picture in a single account map. This holistic view allows them to more quickly understand their buyers, uncover new relationships, and develop the empathy necessary to understand the inner workings of an organization and provide a customized experience.

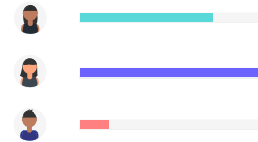
Lucidchart allows users to import Salesforce contacts to speed up the process of creating an account map. With bi-directional sync, any changes made in Lucidchart will be instantly reflected in Salesforce and vice versa.



Eliminate the pain of handoffs

The buyer experience starts with the sales rep and continues long past closed-won as CSMs try to grow the account. At each stage, crucial information is gathered that must be passed on so that your buyer isn't forced to repeat themselves over and over again. Account maps make it easy for buyer information to be documented, added to, and available for all involved in the sale.

In Lucidchart, account maps are centrally stored and managed in Salesforce, so anyone with access to the account record can access this game-changing information.



Streamline the experience

Sales reps can use account maps to bring leadership up to speed quickly on the status of a deal so leaders can help reps strategize the best path to closed-won during the EBR/QBR. With that guidance, sales reps can offer a smoother, more customized, and more strategic buyer experience.

**Interested in account mapping?
Learn more about the Lucidchart
Sales Solution.**