

## QuickTips

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For many sales people, gaining entry to an account or project is one of the key challenges faced. Here we overview some of the typical strategies and tactics that can be adopted in project based sales environments.

We have identified three classes of Entry Point into an account:

**Senior Management** (CxO, Top Team) who are interested in broad development of the organisation including strategy.

**Operational Management** (Middle management) who are interested in addressing particular issues that they have within their domain.

**Specialists** who are, or believe that they soon will be, involved in purchasing goods or services to address a particular need.

How and when we engage will often be determined by what we are trying to achieve over a particular timescale, and the nature of our proposition. Below we have identified typical cases.

	<b>Senior Management</b>	<b>Operational Management</b>	<b>Specialists</b>
<b>Interest</b>	Development of the whole organisation to meet overall goals.	Achieving particular results and addressing specific business issues.	Success of a particular project.
<b>Their involvement in purchasing decisions</b>	Generating and shaping Possibilities.	Generating and shaping Opportunities.	Evaluating options against pre-determined requirements.
<b>Typical contact strategy</b>	Use of Executives of a like level, offering insight into strategic business issues that affect them. One on one meetings or events.	Sharp propositions aimed at particular business issues that they face. One on one meetings.	Product / solution based general interest events to keep their knowledge current. Direct product / solution proposition – only effective during their particular purchase decision cycle.
<b>Outcomes</b>	Developing of long term relationships. Discussions of Possibilities to pursue with Operational Management.	Discussions to generate and shape Opportunity.	Commitment to contact once Opportunity emerges (needs constant refreshing) or entry into pre- shaped qualified Opportunity.
<b>Of note</b>	Early relationship building will assist enormously in later access during final decision making or ratification.		Development of relationships at this level can also yield important information to enable effective conversations at higher levels.

The choice of an entry strategy for any particular account or project may be opportunistic, or planned taking the above factors into account. A range of strategies could be effective, but all will need to address how you traverse the organisation following initial entry.

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