The Strategic Account Management **Customer Journey to Co-Created Mutual Value**

Value

1. Customer Co-Discovery Value Plan

- ✓ Client's org strategy, drivers, qoals
- ✓ Industry & competitive analyses

& Value "Fit"

- ✓ Buying process maturity
- ✓ Influencers & decision makers
- ✓ Value "fit" insights & prioritized opportunities

2. The Strategic **Account Business**

- ✓ Formalize strategic customer value through the business plan
- ✓ Insure internal alignment to customer value propositions using the strategic plan, process & governance systems
- ✓ Execute on the value. deliver & measure through the customer scorecard
- ✓ Continually update the plan

4. Mobilize & Align the Multi-3. Co-Create functional Team

✓ Drive the process

key stakeholders

✓ Create customer

alignment

✓ Involve core expertise &

- ✓ Validate the "fit" with customer needs
- ✓ Provoke innovative solutions
- ✓ Blueprint value propositions & "monetize"
- ✓ Define customer engagement strategy

5. Capture Value through Negotiating & Closing

- ✓ Finalize value proposition with customer & optimize price (master agreement)
- ✓ Understand customer negotiation goals
- ✓ Understand role of competition

6. Execute Value & **Deliver to Customer** Commitments & **Orders**

- ✓ Ensure delivery
- ✓ Maintain quality metrics
- ✓ Document and check impact on customer metrics (quantify delivered value)

7. Realize/Expand Value through Overall Relationship & Outcome Management

Co-Created Value

Business Outcomes:

Superior growth

Mutual Customer

- Superior profitability
- Innovative & scalable customer solutions
- Superior customer loyalty
- Risk management
- Environmental impact/sustainability

- ✓ Measure & strengthen
- relationship
 - ✓ Trusted advisor role

✓ Expand share of wallet

✓ Customer metrics scorecard

