

Account Swap

Sales Booster



Theme

Sellers often have accounts or prospects that, for a variety of reasons, are difficult to service, up-sell or advance the sale. A different seller with a fresh approach may be the simple answer to increasing sales. Account Swap provides sellers the opportunity to review their account and pipeline list and swap accounts to best serve the customer, prospect and company.

Approximate Preparation Time

- 15 Minutes



Materials

- Prepare 3 flip charts as per outline
- Each seller brings account and/or prospect history on 5 accounts (or the number applicable for your organization) that they are willing to swap with someone else
- Flip chart and markers
- Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- Criteria to consider for the Account Swap:
 - Inactive account.
 - Account or prospect in the pipeline too long with limited or no advancement of the sale.
 - Current account where a seller has been unsuccessful for too long to up-sell and feels another seller can breakthrough for increased sales.
 - Accounts or prospects acceptable to the seller to be permanently swapped.
- Optional, although highly recommended: Inform sellers in advance about the Account Swap and the criteria. Request sellers to review their accounts and prospect pipeline to make the most of the opportunity to make a swap.

Account Swap



Time	Session Outline	Dynamics	Visual
	Opening What can happen to a sale when there is little to no connection between the seller and the prospect? <i>Possible responses:</i> • It doesn't get sold • They may have a negative feeling about the company • Seller wastes valuable time in a dead end situation Raise your hand if you have ever experienced this. There are times when we do not connect as well with our customers and prospects. Today's sales booster, Account Swap, provides us the opportunity to review accounts and pipeline opportunities that are in a no-win situation. We'll "swap" accounts to best serve the customer, company and you.	Large Group 	
	Account Swap Criteria and Activity Instructions - Let's review the criteria for an account to be swapped. • Inactive account • Account or prospect in the pipeline too long with limited or no advancement of the sale • Current account where a seller has been unable to up-sell for too long and feels another seller can breakthrough for increased sales • Accounts or prospects acceptable to the seller to be permanently swapped - Next, we will evaluate our account and prospect lists. We'll select 5 swap potential accounts or prospects to record on the Success Achievement Plan worksheet item #1. - Then we'll record estimated potential revenues, item #1. - Next, we'll place a total value on the worksheet, item #1. - Last, I'll place each of your 5 account or prospect's name with the estimated revenues on the flip chart. The activity instructions are: - Each seller will briefly share information on one account. Include in the explanation what type of seller will make	Large Group 	Flip Chart Criteria  Flip Chart Steps 2 - 8 

Account Swap

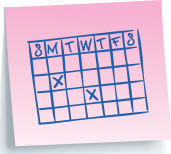


Time	Session Outline	Dynamics	Visual
	a good connection with this account. - We'll ask who would like to take this account and then make the assignment. - If more than one seller requests the account, we'll discuss reasons and benefits for each to receive the account and make the final decision. - We'll repeat this activity (#6 - #8) until all of the accounts have been swapped. Ask: What questions do you have about the activity?	Large Group	Flip Chart Steps 2 - 8
	Account Swap Activity - First evaluate your account and prospect lists. - Refer to the Success Achievement Plan worksheet item #1 and record your selected accounts and record estimated potential revenues. (Allow 5 minutes) Ask: What are the pros if we Swap Accounts? What are the cons? Gain consensus that there is value to swapping accounts. - Let's flip chart everyone's accounts and estimated revenues. (Allow 5 minutes) - Begin selection. Remember to include in the explanation what type of seller will make a good connection with this account. - We'll repeat #7 - #9 until all accounts have been swapped. Record the accounts received on item #2 of your worksheet.	Individual Large Group	Success Achievement Plan Worksheet Item #1 Flip Chart Accounts and Estimated Revenues
	Success Achievement Plan Worksheet Sellers complete the remaining items on the Success Achievement Plan worksheet.	Individual	Success Achievement Plan Worksheet

Reinforcement Tips



Account Swap



Reinforcing the Message

- First opportunity: 6 weeks later
- Repeatability: Evaluate quarterly



Facilitation Ideas

Ask sellers to bring their completed Success Achievement Plan worksheet identifying the names of the accounts they have newly acquired.

Use the following questions to lead either pairs, table group or large group discussions:

- What were your initial thoughts about exchanging accounts?
- What updates can you share since meeting the new accounts that you received in the Account Swap?
- Now that you have swapped some accounts, what if anything has changed in how you approach other accounts that are slow to advancing the sale?
- When do you recommend scheduling another Account Swap opportunity?

Next Sales Booster

- *Growing Your Business or Keeping the Pipeline Full* found at www.30minutesalesmeeting.com



Success Achievement Plan



Account Swap



1. Accounts to Swap

Estimated Revenue Potential

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Total Value _____

2. Accounts I Received

Estimated Revenue Potential

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Total Value _____

3. My Commitment to the New Accounts Received in the Swap

Actions I will Take:

Action Date

_____	_____
_____	_____
_____	_____

The Specific Action I will take to increase my success this week:

The resources I may need to implement the Specific Action: (people, time, dollars)
