

# Breakthrough Account Analysis™



Feedback Report for

**John Doe**

**ABC Software Company**

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# TABLE OF CONTENTS

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1. About Breakthrough Account Analysis™ (BAA™)
2. The BAA™ Process
3. BAA™ Knowledge Categories
4. Breakthrough Account Analysis™ For *"Account X"*
  - Account Knowledge
  - BAA™ Step 1: What Do I Know
  - BAA™ Step 2: What Do I Need to Know
  - BAA™ Step 3: What do I Need to Confirm?
  - Your BAA™ Action Plan
5. Breakthrough Account Analysis™ For *"Account Y"*
  - Account Knowledge
  - BAA™ Step 1: What Do I Know
  - BAA™ Step 2: What Do I Need to Know
  - BAA™ Step 3: What do I Need to Confirm?
  - Your BAA™ Action Plan

## *Appendix - Table Breakthrough Account Analysis™*



# 1. About Breakthrough Account Analysis™

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One of the greatest challenges now facing organizations is the transition to a consultative, relationship based sales approach. In the past organizations could rely on quality, price, and differentiation of their product or service to drive sales. Those days are over. Products and services are becoming commoditized and even the value of relationships can become tenuous with increased financial pressures to manage costs.

In response, many organizations are now looking to their sales force to be one source of added value to customers; above and beyond product and service. Organizations are investing in sales training to develop their sales teams to add value as well as secure and maintain large accounts.



While the content of most of the sales and account development training programs is fine, the execution and transfer of the skills continues to be a major problem. In response, organizations have implemented management training and systems like CRM to facilitate and augment the sales and account management process. But those approaches, while helping some organizations, are still not producing the levels of sales strategy execution required by many organizations.



We decided to take a different approach to executing sales strategy. We decided to make the execution of sales strategy as immediately relevant and simple as possible. The BAA™ provides a simple tool to focus on executing strategy based on what we know or don't know about an account or opportunity. We call the approach the "Breakthrough Account Analysis™ (BAA™)" This approach is not training. It is doing. It is execution.





## 2. The BAA™ Process

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- 1. Prepare for your analysis:** You completed a questionnaire to initiate your analysis of selected accounts. The results, recommendations, and comments based on your responses will be provided in this report.



- 2. Review your Feedback:** The first three sections of this report provide summary data to clarify your current level knowledge and the reliability of your information:
  - Success Potential
  - Knowledge / Reliability Overview
  - Your Preparation Profile



- 3. Begin your Analysis:** The findings and recommendations in this report will help you begin your "Breakthrough Account Analysis" form. Knowledge categories and specific recommendations are outlined for
  - What You Know
  - What You Need to Know
  - What Your Need to Confirm



- 4. Develop Strategy and Action Steps:** Use the feedback and team discussions to develop your action plan. In addition, your feedback provides specific recommendations for completing the steps of the action plan.



## 3. BAA™ Knowledge Categories

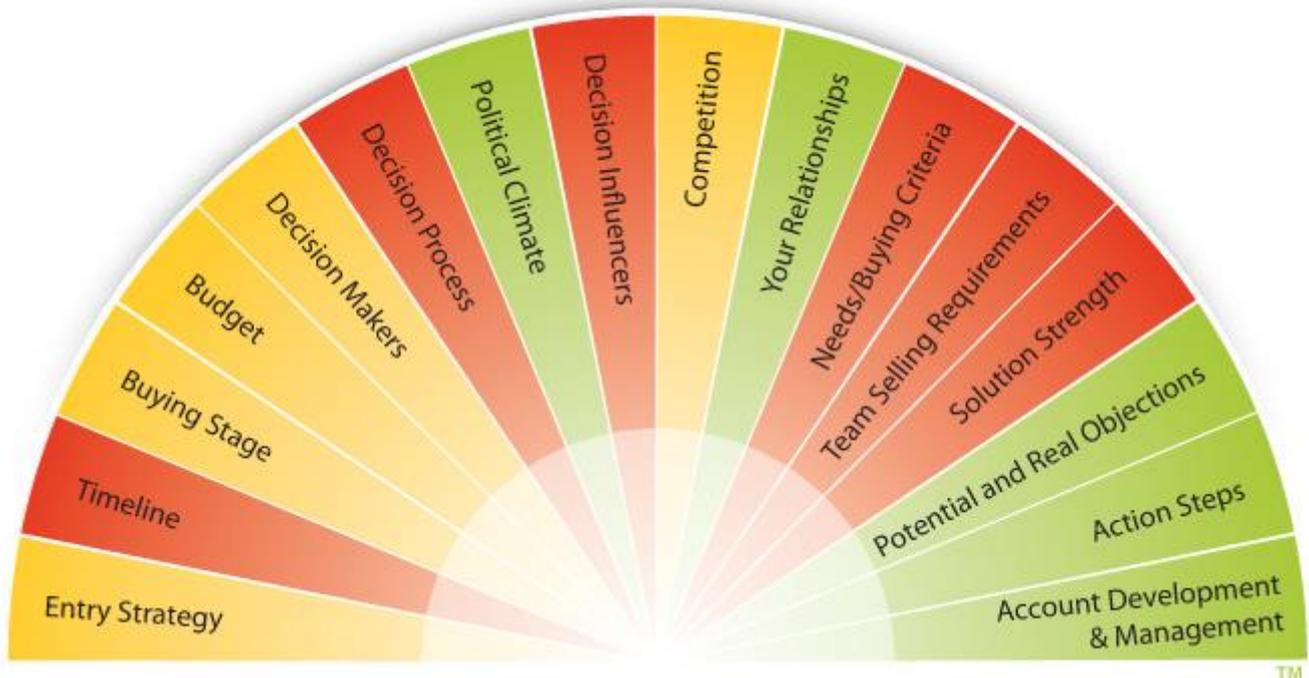
Research has identified the key behaviors that differentiate high performing salespeople from average salespeople. Those key selling behaviors include developing and continuously refining account strategy based on information as it is gathered. While no list of key information is totally complete, the following list represents a robust list of evidence based questions and information essential to developing and managing major accounts.

<b>KNOWLEDGE CATEGORY</b>	<b>DEFINITION</b>
<b>Entry Strategy</b>	Your plan to get into the organization and begin discussions
<b>Timeline</b>	If this is an opportunity, the expected order and expected delivery dates
<b>Buying Stage</b>	If this is an opportunity, this is how far the account has progressed through the buying stages (e.g. need recognition, solution evaluation, etc.)
<b>Budget</b>	How much the account has planned to spend on this purchase
<b>Decision Makers</b>	Those involved in making the buying decision, in and outside the organization
<b>Decision Process</b>	The specific process that the organization uses to make a purchasing decision. (e.g. one person versus committee)
<b>Political Climate</b>	The relationships within the organization that might influence the purchasing decision (e.g. personality conflicts, cliques)
<b>Decision Influencers</b>	Influences outside the organization (e.g. consultants) that could influence the purchasing decision
<b>Competition</b>	The nature of the relationship with the competition (uses competition, likes competition, etc)
<b>Your Relationship</b>	The nature of the business and personal relationship that you and your organization have with internal contacts.
<b>Needs and Buying Criteria</b>	The stated needs or criteria for each decision maker.
<b>Team Selling Requirements</b>	Whether you will need to assemble a team (e.g. finance, engineering, design experts) to complete the sale
<b>Solution Strength</b>	How well your solution matches the needs of the decision makers.
<b>Potential and Real Objections</b>	Anticipated issues and obstacles that may arise during the sale
<b>Action Steps</b>	Upcoming actions to be taken, by the seller and the customer
<b>Account Development &amp; Management</b>	The ongoing management of the account and pursuit of future opportunities.



# 4. Breakthrough Account Analysis™

Analysis For

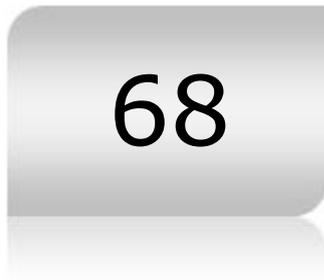


## Account X

# Account Knowledge

The Success Potential Score is calculated from your responses on the account questionnaire that you completed. It is an overall weighted score ranging from 0 to 100 that reflects the current status of your account knowledge.

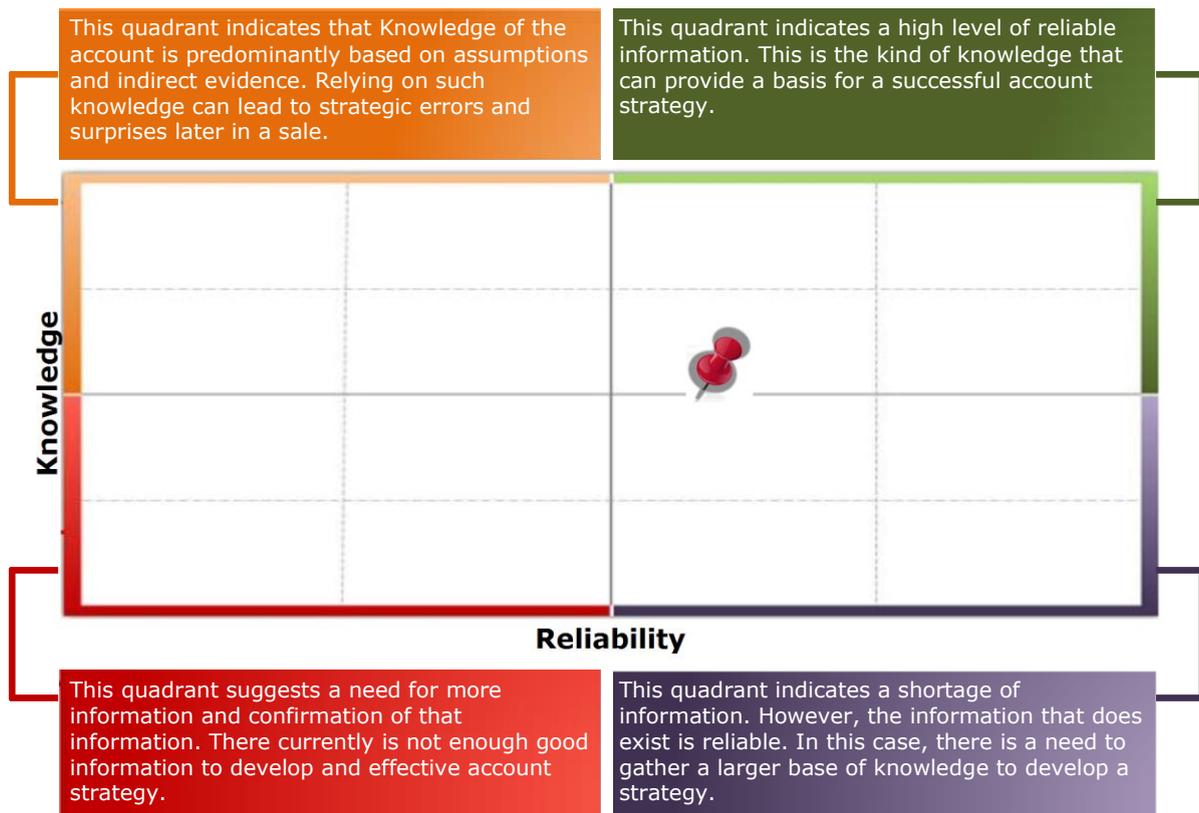
## Account Knowledge Rating



<b>80 - 100</b>	<b>Very Good</b>
<b>55 - 79</b>	<b>Good</b>
<b>35 - 54</b>	<b>Fair</b>
<b>&lt; 35</b>	<b>At Risk</b>

## Knowledge-Reliability Matrix

The Knowledge Reliability Matrix provides additional insight about the quantity and quality/reliability of your knowledge about your selected account.



**The next three sections outline recommendations for completing your Breakthrough Account Analysis™ and improve the quantity and quality of account knowledge. In the fourth section, the priorities for action planning are presented.**



# BAA™ Step 1: What Do I Know

Account Name: \_\_\_\_\_ **Breakthrough Account Analysis™**

What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Entry Strategy**

- *You indicated that you know reasons why the prospect will meet with you, implying that you have some value you can bring to the first meeting. You also noted you've confirmed your plan's viability with some knowledgeable contact (s). Be sure to have a plan for this first meeting.*

- **Timeline**

- *You indicate that you know when this account is likely to place their order for products or services. Use this information to determine if this is a viable opportunity and to establish a timeline for your sales strategy.*
- *You report that you know when this account is likely to want delivery of their product or service. Use this information to determine whether this opportunity is viable and if it can help differentiate your solution.*

- **Budget**

- *You note that you know who has control over the budget and/or spending approval in the account. You will want to ensure that you understand that individual's needs and requirements so you or others can communicate the value of your solution to him/her. It may be useful to meet that person so that you can build a value added working relationship.*



# BAA™ Step 1: What Do I Know

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- **Decision Makers**

- *You have identified the decision makers for current opportunities. You need to uncover the unique needs of each. However, be sure that you directly confirm the identities of decision makers so you can avoid surprises later in the sales process.*

- **Political Climate**

- *Your knowledge of the politics and relationships between decision makers and others involved in any current opportunities will be useful in developing your sales strategy. Such information is useful for presenting your solution and anticipating various objections that might arise from interpersonal conflicts or political demands within the account.*

- **Your Relationships**

- *The account may have perceptions about your products and services, whether they have done business with your company or not. Since "perception is reality" you should know the current perceptions, since that will affect your strategy and likelihood of success with the account. You indicated that you have knowledge of the current perceptions of your products and services.*
- *You note that you know the status of your relationships with the decision makers. You should try to confirm the quality of the relationships directly from the decision maker or sources within the account. It is important to understand the unique needs and requirement of each decision maker so that you can add value through your relationship. Having a good relationship with the decision makers in which you are adding value through your contact will significantly enhance the likelihood of your success.*

- **Team Selling Requirements**

- *You indicated that you are aware of any additional assistance you may need from your own organization to make the sale. It is important to get these additional resources involved as soon as possible to help develop the best solution and can also help avoid objections and concerns that might arise throughout the sale.*



# BAA™ Step 1: What Do I Know

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- **Solution Strength**

- *It is one thing to know the opinions of each decision maker about your solution. It's another thing to understand the degree of agreement between them. You indicate that you know the level of agreement between the decision makers. Satisfying all of the different decision makers and influencers is one of the challenges of any complex sale. By understanding the differences among those individuals you are in a position to add value by helping gain clarity and consensus about the most critical needs and buying criteria.*

- **Action Steps**

- *Sometimes referred to as an advance or commitment, the customer's actions between meetings are important. By taking some action, the customer demonstrates that they are engaged in the sale and it confirms their interest. You note that you know the customer's next steps. Confirm the next step by seeking agreement from the customer to take the action.*

- **Account Development and Management**

- *Knowledge of the account and the industry is critical to understanding what issues and challenges are likely to emerge in the future. This knowledge will help you build your credibility in the account, add value, and begin the sales process early.*
- *You noted knowledge of individuals who might become decision makers for future opportunities. You should directly verify your assumptions with your contacts. Such information helps you build support for any future sales.*



## BAA™ Step 2: What Do I Need to Know

Account Name: _____		Breakthrough Account Analysis™	
What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Entry Strategy**

- *You should confirm your assumptions about relevant business issues with contacts that are directly involved with the account. You should continue your research and use your knowledge about relevant issues and concerns help establish some value for your first meeting and provoke some thought about these issues by the prospect.*

- **Buying Stage**

- *You indicated that you have some idea of the buying stage this account is in. Continue your research to confirm your knowledge. Use this information to determine whether an opportunity is worth pursuing given decisions have already been made. This will help you develop your sales strategy. You should confirm your beliefs with some contacts that have direct knowledge of this account.*

- **Budget**

- *You need to get budget details from the account in order to determine if this opportunity is worth pursuing and to develop a solution. You should get the budgetary information from a source within the account or someone with direct knowledge. You need to have the budget in order to ensure that your solution meets the client requirements.*



## BAA™ Step 2: What Do I Need to Know

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- **Decision Process**

- *You indicate that you have some knowledge of the decision making process used by the account. Continue probing to uncover the specifics, including individuals involved. This will help you develop successful strategies for building support for your presenting your solutions.*

- **Decision Influencers**

- *You indicate that you have some knowledge about who the influencers in this account. You need to learn more details about the influencers and the extent to which these influence might affect the final decision. Organizations often rely on outside help like consultants to help make purchasing decisions. Also, individuals inside the organization, like end users, can also influence the decision makers. You need to confirm your knowledge with individuals directly familiar with the account. You need to learn about the extent to which these influence might affect the final decision.*

- **Competition**

- *It is important to know if the account is currently purchasing from a competitor. Such information can help you assess your likelihood of making a sale. Also, information about buying criteria and decision maker preferences can be gained from knowing who the account currently buys from. You need to learn about potential competition and what the account is buying from the competitor(s).*
- *An understanding of the reasons that an account is buying from a competitor can provide insights into the accounts buying criteria, decision maker preferences and the viability of your sales opportunities. You need to initiate research to determine the reasons the account is buying from a particular competitor. You should use this knowledge to differentiate your solutions. However, don't rely on your assumptions or others with indirect knowledge. Confirm your information directly.*
- *Knowing the quality of the relationship between current suppliers and various decision makers within the account is useful for developing your strategy. You need to learn about the status of the current relationships the account has with competitors. You can learn from your competitors problem relationships and also learn from those who have positive relationships with competitors.*



## BAA™ Step 2: What Do I Need to Know

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### • Your Relationships

- *When you have an internal contact or "champion" in the account, they can often provide knowledge that helps develop your strategy including information about decision makers, needs, those with veto power, internal relationships, etc. You indicate that you have some knowledge of individuals that might serve as your "champions".*
- *You indicate that you have some knowledge about the quality of your relationship with influencers. Maintaining a relationship with influencers can be as critical as your relationships with the decision makers. Therefore, be sure to confirm from direct sources the quality of your relationship since the influencers often make significant contributions to the purchase decisions. You should continue to develop your relationship with these influencers so you can uncover their needs and preferences.*

### • Solution Strength

- *You indicate that you know some about the opinions of the decision makers about your solution. You can use this knowledge to evaluate your proposed solution and decide if any changes are required. This information will also help with your strategy for presenting a proposed solution and preparing for objections.*

### • Potential and Real Objections

- *You indicate that you have some awareness of potential objections which will give you the chance to address those before they become impediments to the sale. Be sure to confirm your information. Knowledge of potential concerns and objections will help you avoid and better address such concerns. Note that often questions are misinterpreted as objections.*

### • Action Steps

- *As you execute your sales strategy and move through the selling stages, you will need to take actions that move the sale forward. Some actions are more meaningful than others, so your next steps and actions should align with your sales strategy and be planned. Confirm that your next step is consistent with your sales strategy.*

### • Account Development and Management

- *You indicate that you have some idea of potential influencers. Keep expanding your relationships in the account so you are well positioned for future opportunities. It is important to know the individuals who may influence future purchasing decisions. Building a relationship with these influencers will help you get involved early in future sales.*



## BAA™ Step 2: What Do I Need to Know

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- *Future business requires early knowledge of changes and emerging concerns within the account. Contacts that will keep you informed about changes in the account are important to ensure you know about opportunities early and who you should contact regarding those opportunities. Work on identifying and building relationships with potential "coaches"*



## BAA™ Step 3: What do I Need to Confirm?

Account Name: \_\_\_\_\_ **Breakthrough Account Analysis™**

What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Needs and Buying Criteria**

- *You indicate that you know the needs and buying criteria for the decision makers. Don't assume you know unless you hear it directly...be sure to confirm your information directly from the decision makers if possible. This is critical information for developing your solution and determining how it should be presented. It is also an opportunity to add value by helping the decision makers better understand the views of others involved in the decision.*
- *You indicate that you have some knowledge about the level of agreement between the decision makers. One of the challenges in any account sale is satisfying all of the different decision makers and influencers. By understanding the differences among those individuals you are in a position to add value by helping gain clarity and consensus about the most critical needs and buying criteria. You should not rely on your assumptions or past experience. You need to confirm your information directly with the decision makers so you have reliable knowledge about the level of agreement.*



# Your BAA™ Action Plan

Account Name: \_\_\_\_\_ **Breakthrough Account Analysis™**

What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDR's)

**Elements of an Action Plan ("DDR's"):**  
• Deliverable / Action • Date • Responsible

## Gather additional information in these areas:

- Decision Process
- Your Relationships
- Solution Strength

## Confirm your 3rd party information in these areas:

- Entry Strategy
- Buying Stage
- Decision Makers
- Decision Influencers
- Your Relationships
- Potential and Real Objections
- Action Steps
- Account Development and Management

## Confirm your personal assumptions in these areas:

- Needs and Buying Criteria

## Start gathering information in these areas:

- Budget



# Your BAA™ Action Plan

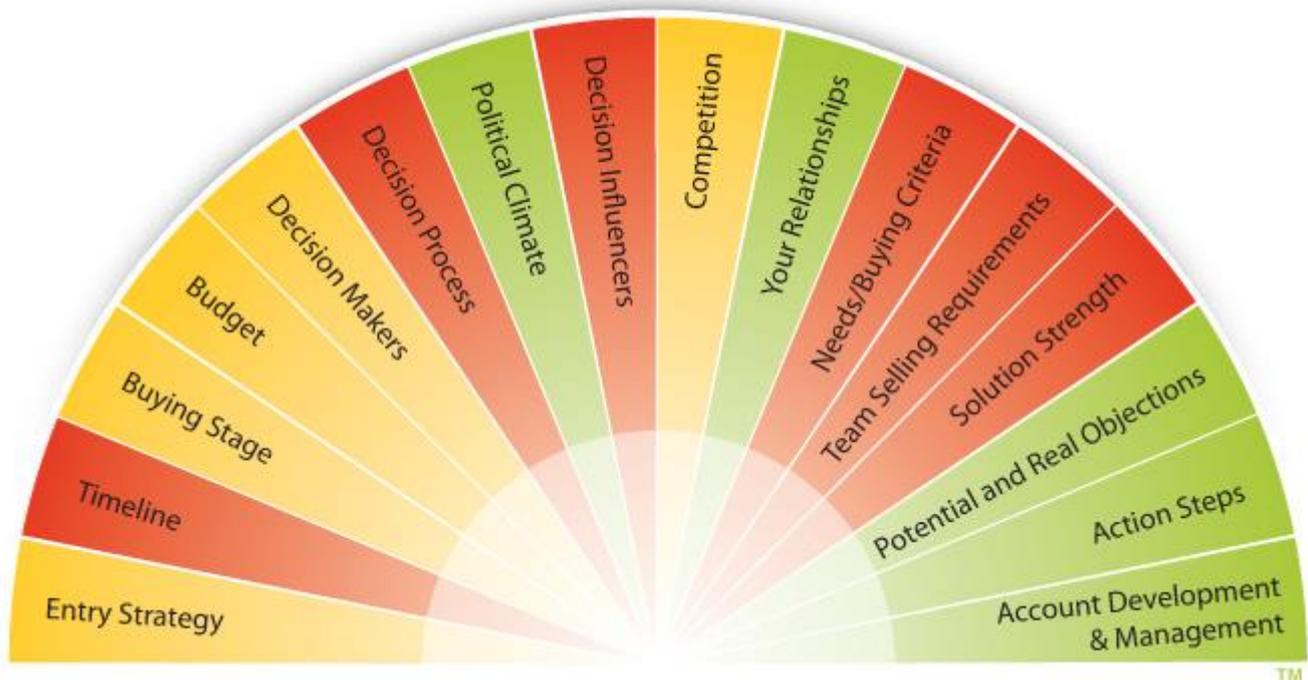
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- Competition
- Action Steps
- Account Development and Management



# 5. Breakthrough Account Analysis™

Analysis For



## Account Y

# Account Knowledge

The Success Potential Score is calculated from your responses on the account questionnaire that you completed. It is an overall weighted score ranging from 0 to 100 that reflects the current status of your account knowledge.

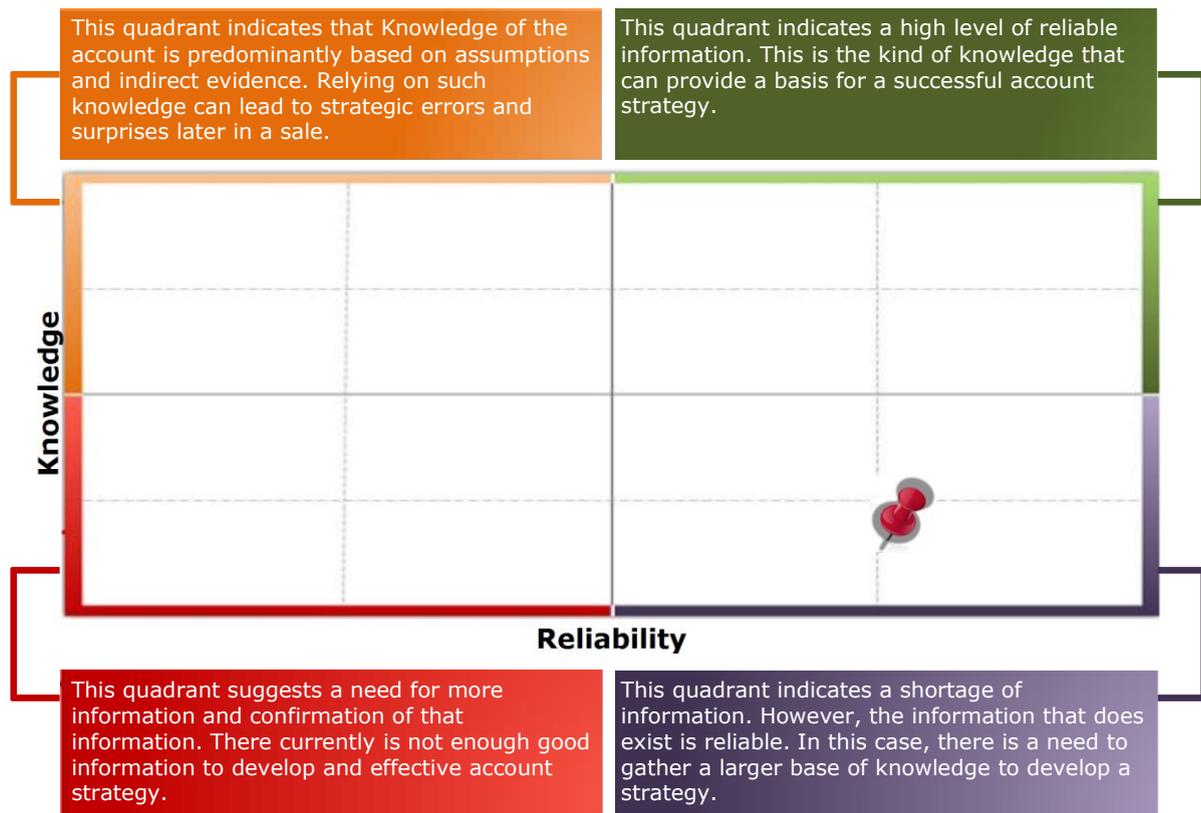
## Account Knowledge Rating



<b>80 - 100</b>	<b>Very Good</b>
<b>55 - 79</b>	<b>Good</b>
<b>35 - 54</b>	<b>Fair</b>
<b>&lt; 35</b>	<b>At Risk</b>

## Knowledge-Reliability Matrix

The Knowledge Reliability Matrix provides additional insight about the quantity and quality/reliability of your knowledge about your selected account.



**The next three sections outline recommendations for completing your Breakthrough Account Analysis™ and improve the quantity and quality of account knowledge. In the fourth section, the priorities for action planning are presented.**



# BAA™ Step 1: What Do I Know

Account Name: _____		Breakthrough Account Analysis™	
What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Entry Strategy**

- *You indicated that you know reasons why the prospect will meet with you, implying that you have some value you can bring to the first meeting. You also noted you've confirmed your plan's viability with some knowledgeable contact (s). Be sure to have a plan for this first meeting.*

- **Timeline**

- *You report that you know when this account is likely to want delivery of their product or service. Use this information to determine whether this opportunity is viable and if it can help differentiate your solution.*
- *Try to confirm the timeline for this account to place their order with some direct account contacts. Use this information to determine if this is a viable opportunity and to establish a timeline for your sales strategy.*

- **Political Climate**

- *Your knowledge of the politics and relationships between decision makers and others involved in any current opportunities will be useful in developing your sales strategy. Such information is useful for presenting your solution and anticipating various objections that might arise from interpersonal conflicts or political demands within the account.*



# BAA™ Step 1: What Do I Know

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## ● Competition

- *Knowing the quality of the relationship between current suppliers and various decision makers within the account is useful for developing your strategy. You can learn from individuals with problematic relationships with the competition and, conversely, learn from those who have favorable views of current suppliers. You can use this knowledge to select and position your solution.*

## ● Your Relationships

- *You note that you know the status of your relationships with the decision makers. You should try to confirm the quality of the relationships directly from the decision maker or sources within the account. It is important to understand the unique needs and requirements of each decision maker so that you can add value through your relationship. Having a good relationship with the decision makers in which you are adding value through your contact will significantly enhance the likelihood of your success.*

## ● Needs and Buying Criteria

- *You indicate that you know the needs and buying criteria for the decision makers. Be sure to confirm your information directly from the decision makers if possible. This is critical information for developing your solution and how it should be presented. It is also an opportunity to add value by helping the decision makers better understand the views of others involved in the decision.*

## ● Solution Strength

- *Satisfying all of the different decision makers and influencers is one of the challenges of any complex sale. It is one thing to know the opinions of each decision maker about your solution. It's another thing to understand the degree of agreement between them. You indicate that you know the level of agreement between the decision makers. Be sure to confirm your information. By understanding the differences among those individuals you are in a position to add value by helping gain clarity and consensus about the most critical needs and buying criteria.*

## ● Action Steps

- *Sometimes referred to as an advance or commitment, the customer's actions between meetings are important. By taking some action, the customer demonstrates that they are engaged in the sale and it confirms their interest. You note that you know the customer's next steps.*



## BAA™ Step 1: What Do I Know

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- *As you execute your sales strategy and move through the selling stages, you will need to take actions that move the sale forward. Some actions are more meaningful than others, so your next steps and actions should align with your sales strategy and be planned.*
- **Account Development and Management**
  - *Future business requires early knowledge of changes and emerging concerns within the account. Contacts that will keep you informed about changes in the account are important to ensure you know about opportunities early and who you should contact regarding those opportunities. You indicate that you have such "coaches"*
  - *You noted knowledge of individuals who might become decision makers for future opportunities. You should begin to develop a relationship and learn about these individuals including their roles, business aspirations, and what each would like to accomplish.*
  - *It is important to know the individuals that may influence future purchasing decisions in the account. Building a relationship with these influencers will help you get involved early in future sales and also help you identify decision makers and uncover other important information. You indicate that you have identified some potential influencers.*



## BAA™ Step 2: What Do I Need to Know

Account Name: _____		Breakthrough Account Analysis™	
What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Buying Stage**

- *You indicated that you have some idea of the buying stage this account is in. Continue your research to confirm your knowledge. Use this information to determine whether an opportunity is worth pursuing given decisions have already been made. This will help you develop your sales strategy. You should confirm your beliefs with some contacts that have direct knowledge of this account.*

- **Budget**

- *You indicate that you have some idea about the prospect's budget. You need to get more specifics before you can use this information to help develop a solution and build value.*
- *You note that you may know who has control over the budget and/or spending approval in the account. You should directly confirm that person's role in the account. It may be useful to meet that person so that you can learn more about that individual's needs and requirements. You should strive to create value for that key individual.*



## BAA™ Step 2: What Do I Need to Know

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### • Decision Makers

- *You indicated that you have some knowledge about the identities of the decision makers for current opportunities. Be sure you identify all people involved in the purchasing decision and what each wants to accomplish. It is important to understand the unique needs of each. It is also important to identify decision makers early in the sales process so you don't get surprised later.*

### • Decision Process

- *You should strive to uncover the decision making process that is used by the account. Be sure to gather the information directly from a source in the account if possible. Knowing the decision process will help you develop sales strategies that correspond to the account's particular requirements.*

### • Competition

- *An understanding of the reasons that an account is buying from a competitor can provide insights into the account's buying criteria, decision maker preferences and the viability of your sales opportunities. You need to initiate research to determine the reasons the account is buying from a particular competitor. You should use this knowledge to differentiate your solutions. However, don't rely on your assumptions or others with indirect knowledge. Confirm your information directly.*

### • Your Relationships

- *The account may have perceptions about your products and services, whether they have done business with your company or not. Since "perception is reality" you should know the current perceptions, since that will affect your strategy and likelihood of success with the account. You indicated that you have some knowledge of the current perceptions of your products and services. Continue to learn more until you are satisfied you know the real status.*
- *You indicate that you have some knowledge about the quality of your relationship with influencers. Maintaining a relationship with influencers can be as critical as your relationships with the decision makers. Therefore, be sure to confirm from direct sources the quality of your relationship since the influencers often make significant contributions to the purchase decisions. You should continue to develop your relationship with these influencers so you can uncover their needs and preferences.*



## BAA™ Step 2: What Do I Need to Know

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- *An internal contact or "champion" can often provide knowledge about decision makers, needs, those with veto power, internal relationships, etc. Confirm directly that your contact(s) are willing to assist you during the sales process. Remember, your "champions" might also be friendly with the competition so make no assumptions without confirmation of their support. Confirm directly with your contact(s) that they are willing to assist you during the sales process.*

- **Needs and Buying Criteria**

- *One of the challenges in any sale is satisfying all of the different decision makers and influencers. By understanding the differences among those individuals you are in a position to add value by helping gain clarity and consensus about the most critical needs and buying criteria. You indicate that you have some knowledge about the level of agreement between the decision makers.*

- **Team Selling Requirements**

- *As you learn more about the customer needs, you will need to keep evaluating and confirming the need for additional assistance. It is important to get these additional resources involved as soon as possible to help develop the best solution and help avoid objections and concerns that might arise throughout the sale.*

- **Solution Strength**

- *You need to uncover the opinions of the decision makers about your solutions. Don't assume you know their opinions until you have confirmed them directly, ideally from the decision makers themselves. You can use this knowledge to evaluate your proposed solution and decide if any changes are required. This information will also help with your strategy for presenting a proposed solution and preparing for objections.*

- **Potential and Real Objections**

- *You indicate that you have some awareness of potential objections which will give you the chance to address those before they become impediments to the sale. Be sure to confirm your information. Knowledge of potential concerns and objections will help you avoid and better address such concerns. Note that often questions are misinterpreted as objections.*



## BAA™ Step 2: What Do I Need to Know

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- **Account Development and Management**

- *Knowledge of the account and the industry is critical to understanding what issues and challenges are likely to emerge in the future. This knowledge will help you build your credibility in the account, add value, and begin the sales process early. Keep researching the account and maintain contact with individuals within the account that will provide you information about emerging issues.*



## BAA™ Step 3: What do I Need to Confirm?

Account Name: _____		Breakthrough Account Analysis™	
What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDRs)

**Recommendations and Comments derived from your survey analysis:**

- **Entry Strategy**

- *You're confident that you are familiar with relevant business issues and concerns for this account. Don't assume you know the business issues of concern to the account until you confirm your information with some direct discussions with some contacts within the account. You can use this information to help establish some value for your first meeting.*

- **Decision Influencers**

- *You indicate that you know who are influencers in this account. You need to confirm your knowledge with individuals in the account or directly involved with the account. Don't just rely on your experience or assumptions. Organizations often rely on outside help like consultants to help make purchasing decisions. Also, individuals inside the organization, like end users, can also influence the decision markers. You need to learn about the extent to which these influence might affect the final decision. Sources of validation could be contacts within the account or even the external influencers.*



## BAA™ Step 3: What do I Need to Confirm?

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- **Competition**

- *You indicate that you have some knowledge about whether the account is currently buying from a competitor. However, you should confirm your knowledge directly from a knowledgeable contact involved with the account. It is important to know if the account is currently purchasing from a competitor. Such information can help you assess your likelihood of making a sale. Also, information the about buying criteria and decision maker preferences can be gained from knowing who the account current buys from.*



# Your BAA™ Action Plan

Account Name: \_\_\_\_\_ **Breakthrough Account Analysis™**

What Do I Know	HDYK: How Do You Know	What Do I Need to Learn	Actions (DDR's)

**Elements of an Action Plan ("DDR's"):**  
• Deliverable / Action • Date • Responsible

## Gather additional information in these areas:

- Budget
- Decision Makers
- Your Relationships
- Needs and Buying Criteria

## Confirm your 3rd party information in these areas:

- Timeline
- Buying Stage
- Budget
- Your Relationships
- Needs and Buying Criteria
- Solution Strength
- Potential and Real Objections
- Account Development and Management

## Confirm your personal assumptions in these areas:

- Entry Strategy
- Decision Influencers



# Your BAA™ Action Plan

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- Competition

## **Start gathering information in these areas:**

- Decision Process
- Competition
- Your Relationships
- Team Selling Requirements
- Solution Strength

Account Name: \_\_\_\_\_

Breakthrough Account Analysis™

<b>What Do I Know</b>	<b>HDYK: How Do You Know</b>	<b>What Do I Need to Learn</b>	<b>Actions (DDRs)</b>