



**Profitable
Sales Growth
Strategies**

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Account Assignment Strategy

**Outbound Sales Organizations
That Assign Their Salespeople
To Targeted Market / Customer Segments**

**Achieve Significantly Higher
Profitable Sales & Customer Growth Performance**

**Than Outbound Sales Organizations
That Use An Alternate
Account Assignment Approach**

A Profitable Account Assignment Strategy

**A Profitable Account Assignment Strategy
Includes The Following Processes**

Analyzing

**Active Buying Customers
To Identify Segmentation
& Assign Prioritization
Of Target Markets**

Assessing

**Target Market Segments
To Ensure The Unique Needs
Of Each Market Segment
Are Well Defined**

Developing

**Customized Selling Strategies
Tailored To Meet The Unique Business Needs
Of Each Target Market Segment**

Ensuring

**Appropriate Sales Force Size,
Structure & Assignments Are In Place**

Maximizing

**Sales Force Investment
Across Product & Customer Segments**

Resulting

**In The Sales Organization's Ability
To Attract & Retain A Record Number
Of New Customers**

**In Each Of Their
Target Market Segments**