



**Profitable
Sales Growth
Strategies**

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Outbound Excellence Account Mapping & Triangulation Prospecting Processes



Account Mapping

**Step #1 Identifying Secondary Facilities
For Each Target Prospect & Customer**

**Step #2 Identifying Key Contacts
At Secondary Locations**

**Step #3 Transferring Location & Contact Information Into
An Account Map**

**Step #4 Contacting Secondary Locations
Prior To Making A Call To The Key Decision Maker At The
Headquarter Location To:**

- 1. Qualify the Account**
 - 2. Uncover Needs & Pain Points**
 - 3. Test Potential Solutions**
 - 4. Verify Key Decision Makers**
 - 5. Determine Budget**
 - 6. Identify Decision Making Process**
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**Benefits Of Account Mapping
& Triangulation Prospecting**

1. Increases Sales & Customer Growth

**The 1st Contact With The Key Decision Maker
Is To Address A Key Business Challenge
& How Your Company's Solutions**

**Have Already Helped Companies
In Their Industry Facing This Same Challenge Effectively
Overcome The Challenge**

2. Reduces Wasted Time & Effort

**By Eliminating Contacts To Key Decision Makers With
Nothing More Than An Introduction
& Offer To Send Information**

**That May Or May Not Have Any Relevance
To The Key Decision Makers Needs**

3. Increases Contact Time & Frequency

**Instead Of Sending Endless
Voicemail Messages Inquiring**

**"Did You Receive The Literature"
Which The Prospect Never Read**

**Key Decisions Makers Have Time Allocated
On Their Schedule To Review Your Solution
As You Have Earned Both Their Trust & Interest**