



Who Owns the Account?

SOEE what's new...

As relationships expand and become more complex, aligning Account Ownership can be challenging. The complexities of account ownership become more involved as employers identify the many relationships that exist within each individual account. Organizing process and **enabling technology** will assist with strategies and ownership related to client retention, cross-selling, upselling, new sales, and partnerships.

Define Account Responsibilities and Terminology

- **Account Type:** Prospect, Client, Partner, or Combination
- **Client Account Status:** Onboarding, Active, Inactive, At-Risk, Churned
- **Account Owner(s):** Responsible for new sales, cross-selling, upselling, client retention

As employers examine the prospect journey from initial lead through contracting to revenue recognition, managing account relationships both **internally and externally** can be complicated.

SOEE what's the solution...

Many employers have a renewed interest in the concept of Account Based Selling (ABS) and Account Based Marketing (ABM). Both strategies employ a **highly targeted sales approach**.



Account Based Selling: strategic sales model in which products or services are **targeted** to specific industries, verticals, or segmentation tiers. ABS is focused on **high potential, high value accounts** versus the traditional lead-based or contact-based approach.

Account Based Marketing: provides a complimentary strategy to ABS, by aligning communication, thought leadership, and brand awareness for specific prospect segments or existing clients.

Relationship complexity and engagement expand as prospects become clients.



- **Prospect Engagement:** Marketing, Business Development, Sales



- **Client Engagement:** Operations, Customer Success, Client Relations, Key Account Teams



- **Additional Engagement:** Sr. Leadership, Product Management, Technology, Legal, Security

In addition, based on how client upselling and cross-selling are handled; Marketing, Business Development and Sales may still be engaged with the client (post sale) along with Account Management Teams.

SOEE what's the value...

As new clients are sold, contracts renewed, clients churn, partnerships formed, and products or services are expanded, **managing account ownership** has become a critical process.

Defining the roles and responsibilities of Account Teams has become a fundamental requirement to create a positive experience for both prospects and clients. Reviewing the outreach and engagement model will ensure the appropriate **resources are aligned** to support retention and revenue growth.

Once account ownership has been defined, the next evolution will involve **contact ownership** and the management and distribution of **new leads and sales opportunities**.