



Complexities of Account, Contact, Lead, and Opportunity Ownership

SOEE what's new...

Managing “**Ownership**” of prospect and client relationships can be **complex**. As organizations review the multiple touch points related to **Marketing, Business Development, Sales, Customer Success, Account Management, and Operations**, defining ownership responsibilities of new and existing relationships is challenging.

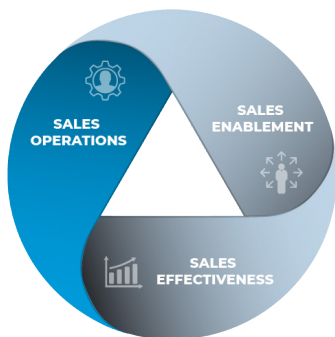
Consider the following when evaluating relationship management, process, data, and technology:

- **Existing Relationship:** Prospect, Client, or Combination
- **Client Status:** Onboarding, Active, Inactive, At-Risk, Churned
- **Ownership Areas:** Account, Contacts, Leads, Opportunities
- **Lead and Opportunity Types:** New Sale, Upsell, Cross Sell, Contract Renewal

Ownership responsibilities will continually change based on the combination of scenarios outlined above. Aligning ownership in each of these areas can be difficult to maintain and manage in “real-time”.

SOEE what's the solution...

Designing process and configuring **technology** to support Account, Contact, Lead, and Opportunity ownership will assist in aligning responsibilities.



In order to maintain an **efficient** and **effective** level of prospect engagement and client service, defining and updating ownership roles is paramount.

Based on the current scenario, many teams have the potential to “own” various relationships.



- **Account Ownership:** responsible for selling new or maintaining existing account relationship



- **Contact Ownership:** responsible for prospecting and management of contact engagement



- **Lead Ownership:** responsible for evaluating and nurturing new product or service leads



- **Opportunity Ownership:** responsible for closing new revenue or contract renewal opportunities

Aligning **Customer Relationship Management (CRM)** with Digital Marketing Technology can assist employers with this process. Both technologies offer efficiencies and workflow automation to support the **hierarchy of ownership responsibilities**.

SOEE what's the value...

As organizations grow and relationships become more complex, defining process, data management, and configuration of enabling technology will become increasingly important.

Coordination throughout the enterprise, and mapping the Customer Journey from initial lead to revenue recognition will support technology design, expanded integrations, and **automation**.

Building reports, dashboards, and **segmentation analytics** creates visibility into data integrity. Leveraging data insights allows employers to maintain accurate account, contact, lead and opportunity ownership to support **revenue growth** and **client retention**.