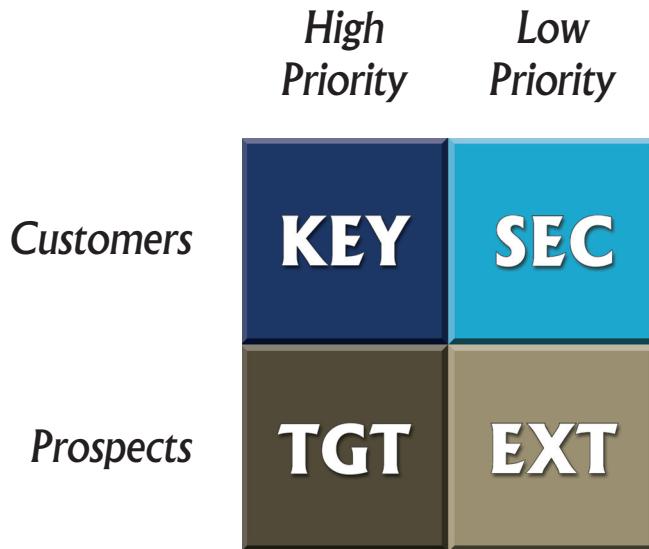


The Account List Management System

“Concentration is the secret to all economic success.” — Dr. Peter Drucker



KEY

KEY Accounts are the top 25% of your customers—often representing roughly 75% of your revenue. These are the ‘big accounts,’ and are *naturally* limited in number. There is no particular number of KEY Accounts right for any one account list. Some businesses choose to designate the top 10% of accounts as SuperKey.

TGT

TARGET Accounts are the *very best prospects* identified as the best match using the salesperson’s Ideal Customer Profile. TARGET Accounts should be limited to less than 10 to allow sufficient focus. The appropriate number varies by industry and salesperson.

SEC

SECONDARY Accounts are the other 75% of your active accounts. As with Keys, the number of SECONDARYs is naturally limited. SECONDARY Accounts which are thought to have Key potential can be designated as one of the Targets and focused on accordingly.

EXT

EXTRA Accounts are prospects which are in the process of being qualified as potential Targets using the Ideal Customer Profile. EXTRA Accounts can be prospects you want to research and develop in the near future. We recommend a maximum of 10 EXTRAs be assigned to any list at any one time.