

The Account List Management System

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

	High Priority	Low Priority
Customers	KEY	SEC
Prospects	TGT	EXT

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 **SECONDARY**s 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.