

Key Account Management Health Check

How effective is your current approach?



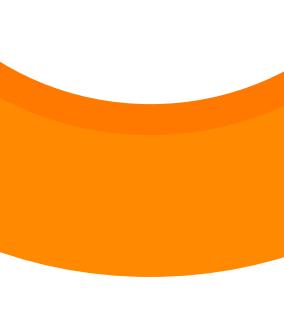
Strategy



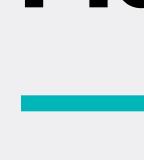
- How many key accounts do you currently have?
- Have you invested disproportionately in your top accounts?
- Does your organization differentiate between account-based selling and strategic account management?
- Are cross-functional teams aligned around priority accounts?



Insights



- How well do your account teams understand key account needs?
- Are you capturing patient insights systematically?
- Can account teams access the right insights to meet their objectives?
- Are insights served to account teams so they can easily interpret and act?



Planning



- Is planning a collaborative exercise between functions and with customers?
- Do teams use account insights to identify shared value opportunities?
- Do you have a common and up-to-date view of patient pathways and pain points across all your accounts so you can direct investment into solutions?
- Are account plans simple to follow and up to date?



Execution



- Could cross-functional collaboration be improved?
- Do you have visibility of interactions between HQ/non-CRM users and accounts?
- Are shared value initiatives effectively tracked and managed?
- Do you have a structured process for continuously capturing the voice of the account?

Read the full white paper [here](#).

