

Front Line Insights



December, 2010

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Dear Friend of KappaEast,

You are receiving this e-mail because of your relationship with our firm. We would very much appreciate any feedback regarding the content.

Respectfully,



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The Challenge:

Most sales people will agree that account control is key to consistent, longer term success and that effective positioning is key to account control. But between pursuing opportunities, addressing support issues and just keeping up with day-to-day "emergencies," few of us take the time to step back and assess our positioning in an account. In fact, even if we did take the time to think about it or talk about it, most of us would be hard pressed to find a way to get a consistent "picture" of our positioning, much less a way to drive a positioning action plan and update and track progress.

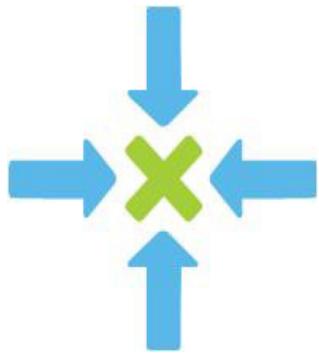
If we think about positioning as relationships, then an assessment of positioning must consider the level at which those relationships exist, the degree of functional/horizontal coverage in the account and the quality of each relationship. If that defines our positioning in the account, then another critical dimension of account positioning must be "how does our positioning compare with our strategic competitor(s) in this account."

And now we have an appreciation of exactly why we do not take the time to assess our positioning - it just seems too complex and time consuming to get a real handle on. And that is why, over our years of sales and sales management experience, we have evolved a simple, practical and effective tool to assess positioning, drive positioning activity as an



"A study of the map will indicate where critical situations exist or are apt to develop, and so indicate where the commander should be."

...Patton



integrated part of your selling efforts and stay on top of this important element of account control. This works!

Just Try It:

[Click here](#) to find out how and download our free interactive positioning tool that will help you improve account control.

What's Next:

If you would like to explore ideas for improving the top line performance of your sales teams, we would welcome a call. If you have additional best practices we would welcome hearing those as well. You can reach us at kappainfo@kappaeast.com

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