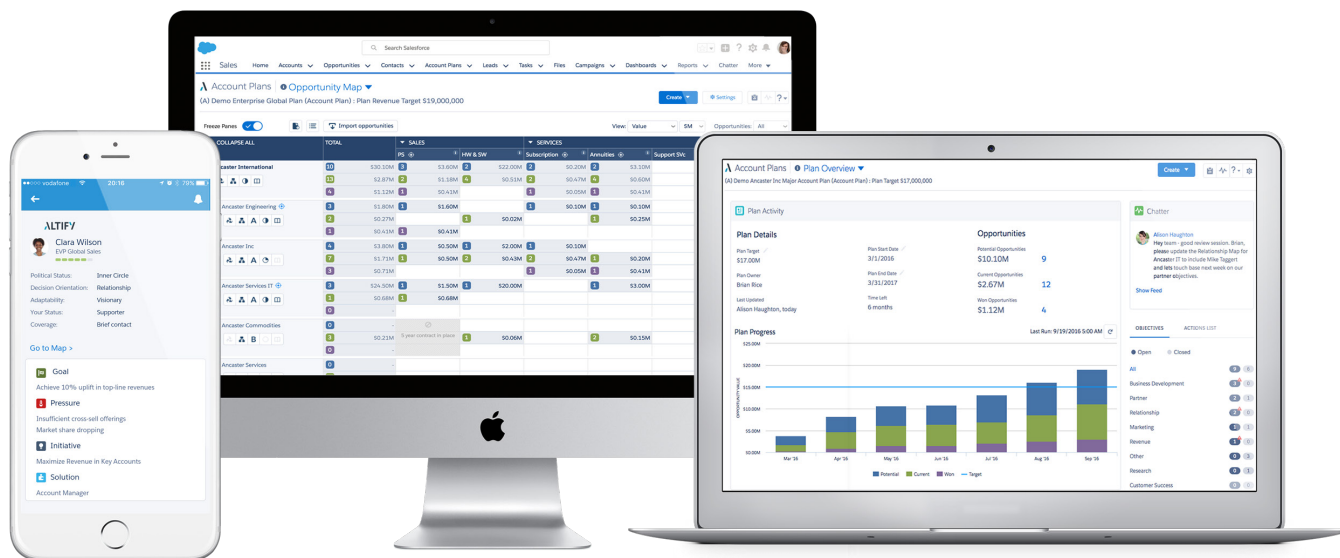


ALTIFY ACCOUNT MANAGER

Grow and Maximize Revenue in your Key Accounts

ALTIFY ACCOUNT MANAGER enables sales people to deepen their understanding of the buyer's business pressures, goals and obstacles, uncovering hidden opportunities for mutual value. The solution maps the 'white space' and political landscape, and then guides sales people to create and win

new business in their key accounts. Progressive sales organizations employ account planning as a core part of their digital sales transformation strategy. Account Manager provides an intelligent framework for execution of Account Planning activities across your team.



Discover, develop, and win new business by putting the customer at the center



“What’s cool about this is when you get these teams together and they start collaborating, you get opportunities generated out of this process that never existed before. We generated pipeline reports out of each session that were \$20 and \$30 million worth of pipeline that didn’t exist before.”

BILLY MARTIN, Director of Sales Readiness, Salesforce

Successful Account Planning helps you ...

- Discover unresolved business problems
- Align with customer’s strategy
- Gain executive access
- Uncover white-space
- Accelerate cross sell / up sell
- Develop and win non-competitive deals
- Understand business value delivered
- Foster greater customer loyalty / retention

Sales organizations with a defined Account Planning process are 41% more likely to exceed revenue targets.

Average deal size when selling to existing customers is 62% larger than when selling to new customers.

