Account micro-targeting and valuation for on-premise growth

Situation

A BevAlc company with nationwide distribution understood that a small number of "high potential" accounts disproportionately drove their sales.

With limited time and resources, they wanted to focus more effort on new accounts that were likely to become anchor accounts.

However, it was difficult to impossible to explore the unsold universe using data available to them in iDIG.

Solution

5 years' worth of sales data was used to determine what the primary indicators were for accounts to become "anchor" accounts.

After testing 20+ variables, as well as segmentations of the market, we created a predictive "unsold account value market'.

Then, we built an interface that made it easy for each sales rep to study their local market and export account lists for their own use and for sharing with distributor partners.

Results

The valuation model supported both front line execution in terms of account planning, but also executive level planning to understand the incremental value of adding distribution in high priority accounts.

By focusing attention on the most valuable unsold accounts, the sales team was able to save time and increase the value of their incremental distribution.

A BevAlc company with nationwide distribution, 100+ salespeople, and a well-known brand

Tags: Spirits, Account micro-targeting, sales growth, on-premise, valuation

480th CONSULTING | aimplan Elite Partner | Microsoft | Power BI