



The CONNECTION™

January 17, 2008

Inheriting Accounts

According to studies, when salespeople inherit accounts from another rep, the revenue on those accounts drops 60 percent of the time. This can be depressing, until you realize that 40 percent of the time it actually increases. What accounts for the difference? How can you ensure that you're inheriting solid customers and not someone else's problems?

- If the former rep is still around, ask lots of questions about the account before you introduce yourself to the customer. Order history is only part of the story.
- Don't take what you find out from the former rep as the whole truth. Confirm facts by probing your customer and gently enquiring as to how they viewed the relationship—they might not be as enamored with your predecessor as they thought.
- Don't presume a relationship exists with the customer just because they've done business with your company. Treat them with all the respect and care you'd treat someone you cultivated yourself from a cold lead.
- Confirm information you've gathered by asking lots of questions about their business. Show you will earn their business all over again.

Contact Communispond
marketing@communispond.com
800 529 5925
www.communispond.com