



## **The CONNECTION™**

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### **SWOT Those Accounts**

Whether it's a prospect you can't get anywhere with, or an existing account you've been working for ages, it's critical to stop and take inventory of where you are with that account. Taking the time to do this can help identify why we're not making headway (frequently it's missing information) and make sure we're not taking our existing customers for granted.

One great way to do this is SWOT analysis. That stands for:

**Strengths** - What is working well about this relationship? Do you have a great product matched to the customer's needs? Are you the incumbent vendor?

**Weaknesses** - Are you overpriced compared to the competition and the market? Do you have a gap in your offerings?

**Opportunities** - What have you discovered that the client doesn't even know he or she needs yet? What can you do that the competition can't?

**Threats** - Is the competition going to be offering rebates you can't compete with? Is your contract expiring soon? What could threaten your relationship with the customer?

Knowing where each account stands helps you plan your time and avoid unpleasant surprises.

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