

Key Account Management Health Check

How effective is your current approach?



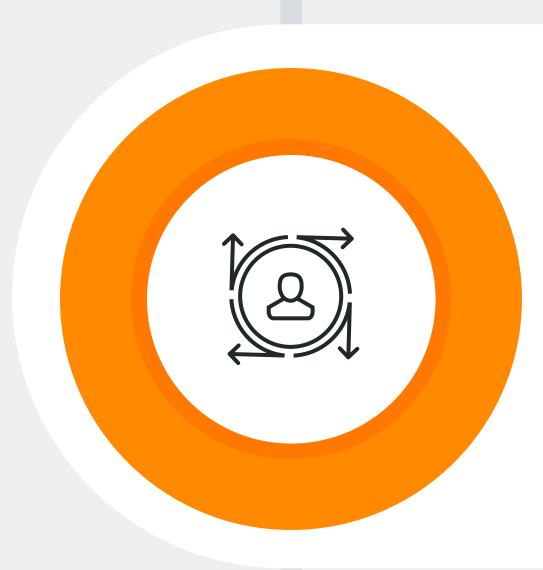
Strategy



- How many key accounts do you currently have?
- Have you invested disproportionately in your top accounts?
- Does your organization differentiate between account-based selling and strategic account management?
- Are cross-functional teams aligned around priority accounts?



Insights



- How well do your account teams understand key account needs?
- Are you capturing patient insights systematically?
- Can account teams access the right insights to meet their objectives?
- Are insights served to account teams so they can easily interpret and act?



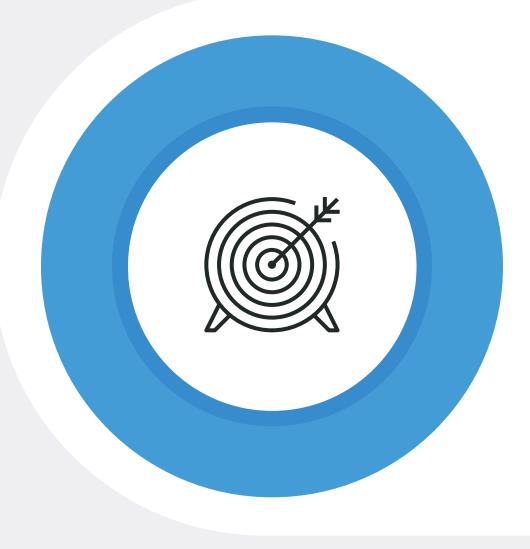
Planning



- Is planning a collaborative exercise between functions and with customers?
- Do teams use account insights to identify shared value opportunities?
- Do you have a common and up-to-date view of patient pathways and pain points across all your accounts so you can direct investment into solutions?
- Are account plans simple to follow and up to date?



Execution



- Could cross-functional collaboration be improved?
- Do you have visibility of interactions between HQ/non-CRM users and accounts?
- Are shared value initiatives effectively tracked and managed?
- Do you have a structured process for continuously capturing the voice of the account?

Read the full white paper here.

Get in touch with Veeva Business Consulting to better understand how we can help set your KAM vision and direction, assess your current capabilities, and quickly improve your KAM performance.



