THE VIRTUAL ACCOUNT EXECUTIVE DESIGN SPRINT
IMPROVE COVERAGE, CONTROL, CUSTOMER EXPERIENCE AND COST TO SELL BY ADDING A VIRTUAL AE FUNCTION

The Covid-19 crisis represents an inflection point that will transform sales forever. The mass dispersion of buyers and sellers is accelerating the adoption of the Virtual Account Executive (AE's) function as a core component of a 21st century commercial model that gives sales leaders the potential to transform sales performance and accelerate growth in the "next normal".

Time tested approaches for managing AE's are failing in the face of this new buying reality. "New school" digital buying has overtaken "old school" face-to-face selling as the primary selling model. And traditional geographic, functional, and role-based structures are not responsive enough to customer needs. To succeed in this "next normal" sales leaders will have to design the "Virtual AE" role into their commercial models in ways that enhance coverage, control and the customer experience while reducing cost to sell. Organizations that get this formula right can get 50% higher engagement, speed of response, and productivity from their sales reps at lower costs.

Our Institute offers a Virtual AE Design Sprint to teach sales leaders how to redesign their systems, incentives, skills, and structures to dramatically improve coverage, control, customer experience and the cost of sales by adding and enabling Virtual AEs into the commercial model. A Virtual AE Design Sprint is a highly collaborative education and strategy exercise that helps sales leadership teams understand, quantify, and agree upon how to adapt their unique selling models to succeed in this new buying reality. Our process optimizes the key channel design trade-offs between coverage and control while balancing cost savings with productivity, speed, visibility, and the customer experience.

THE VIRTUAL AE DESIGN COMPASS: EIGHT VIRTUAL AE DESIGN POINTS

COVERAGE: Redefine coverage to release geographic and functional constraints to leverage talent and deliver expertise "on demand"

CUSTOMER EXPERIENCE: Increase responsiveness, personalization, and content relevance with analytics and access to experts on calls

CONTROL: Redefine KPI based on activity-based measures and incentives of account health and customer lifetime value to create a common purpose

SPEED: Increase contact frequency, volume, and the cadence of customer response to near real time by accelerating the digital workflow

ENGAGEMENT: Improve skills and the level of customer engagement in digital, social, mobile, and collaborative channels

COST: Reduce cost to sell by replacing travel, market development and events with quality digital engagement

VISIBILITY: Give line sales managers and sales reps better forecast accuracy, customer engagement, account health and seller activity data

PRODUCTIVITY: Automate key seller tasks and eliminate low value activities, and hyper focus reps with analytics and guided selling

The Virtual AE Design Sprint helps your leadership team quickly identify the specific ways virtual selling models can unlock sales performance by redefining coverage, roles, and incentives to release the constraints of traditional geographic, functional, and organizational structures. Coming out of the Virtual AE Design Sprint your team will have a clear understanding of the specific actions they must take to:

1. Identify and fill gaps in the customer journey where new skills, plays and capabilities will be needed to adapt to the faster cadence of virtual selling and the speed of response demanded by "new school" buyers;

2. Realize opportunities to unlock sales performance by redefining coverage, roles, and incentives that release the constraints of traditional geographic, functional, and organizational models;

3. Develop the next generation of sales leaders and sales AE's that make the modern revenue engine run;

4. Double the visibility into levels of engagement, speed and productivity of your selling network that allow you to multiply the potential of your sales reps to drive profit growth.

The ultimate goal of a design sprint is to gain agreement and clear line of sight across your leadership team on practical ways to improve sales performance at lower costs by incorporating a virtual AE function into their go-to-market model.

To learn more about how leading sellers are enabling their virtual sales teams contact info@revenueenablement.com

Revenue Enablement Institute