SPECIALIST TRACK: SELLING TO CORPORATE CLIENTS

Corporate account plan

Lesson: Account management and repeat business · about 15 minutes

Write the plan and the routine that will turn your best corporate client into a recurring account.

Your business (name, service, main city):

1. **Choose your most valuable corporate client and estimate their annual and five-year value if you won every event they run.**

2. **List every event this client runs in a year, who supplies it now and when the decision is made.**

3. **Name the people in the account, what each cares about, and the second contact you will build a relationship with.**

4. **Draft the headings and key points of a post-event report for your most recent corporate event.**

5. **Set your contact rhythm for the next twelve months, with dates for check-ins, reminders and the annual review.**

Check: can you now

- Calculate the annual and lifetime value of a corporate account
- Write a one-page account plan with the client's event calendar, people and growth opportunities
- Produce a post-event report that makes rebooking the obvious decision

One change you will make this week