

# 7 DEADLY SINS OF ACCOUNT PLANNING

Seven signs your account planning strategy is bound for failure

1



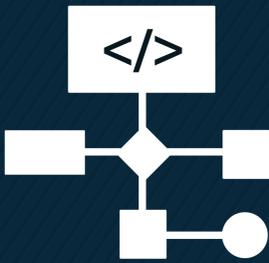
Your account data is saved across spreadsheets, presentations, and your CRM software

2



Your account planning solution has locked you into following one specific methodology that is too cumbersome for users to embrace and use regularly

3



Your account management solution is custom built and not flexible enough to change with your changing needs

4



Your strategy is not easily implemented in your systems or adopted by your account team

5



Data and system silos make effective collaboration between the members of your account team nearly impossible

6



It's an ongoing struggle to synchronize efforts across sales, sales engineering, support, delivery, customer service, and customer success

7



You've just missed your quarter because you unexpectedly lost a key account.

To Learn More

[DOWNLOAD BRIEF](#)