6 ROLES OF STRATEGIC ACCOUNT MANAGERS

According to the Top Performance in Strategic Account Management study by the RAIN Group Center for Sales Research:

- 76% of all organizations believe they should grow their strategic accounts by at least 25%
- 47% of organizations believe they should grow them by at least 50%

Capturing that growth starts with having the right people on your account team.

RAIN Group uses these 6 strategic account manager competencies to help companies hire, train, and manage the best strategic account managers: Results Driver, Project Manager, Technical Expert, Innovator, Collaborator, and Relationship Lead.

This study analyzed 397 participants with formal strategic account management groups at their organizations. It identifies the skills that distinguish Top Performers from The Rest in these roles.

WHO ARE THE TOP PERFORMERS?

Represent top 13% of respondents

- **3.4x more likely to grow profit by 20%** or more in strategic accounts
- **3.1x more likely to grow revenue by 20%** or more in strategic accounts

4.5x more likely to have experienced year-over-year significant client satisfaction improvement

Most companies have the roles of Technical Expert, Relationship Lead, and Collaborator covered, but the roles of Project Manager, Innovator, and Results Driver make the biggest difference for Top Performers.

Competencies Most Commonly Played Across All Organizations

Most common

1. Technical Expert
2. Relationship Lead
3. Collaborator
4. Results Driver
5. Innovator
6. Project Manager

Least common

Competencies Most Separating Top Performers from The Rest

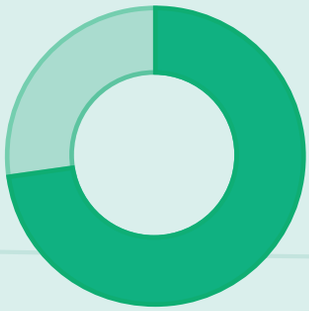
Most difference

1. Project Manager
2. Innovator
3. Results Driver
4. Collaborator
5. Relationship Lead
6. Technical Expert

Least difference

PROJECT MANAGER

The Project Manager is the organizer of the process, plan, and team for growing the account.



73%

of Top Performers lead members of account teams effectively

TOP PERFORMERS ARE

2X MORE LIKELY

to ensure the execution of the account plan

TOP PERFORMERS ARE

more likely to display discipline in adhering to our process for growing strategic accounts

Top Performers **59%**

The Rest **29%**

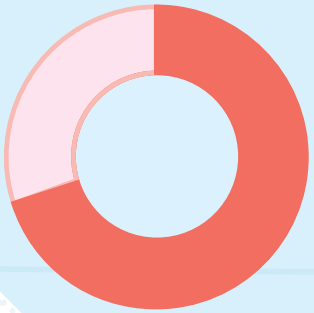
TOP PERFORMERS ARE

1.6X MORE LIKELY

to maintain analysis and tracking against plan

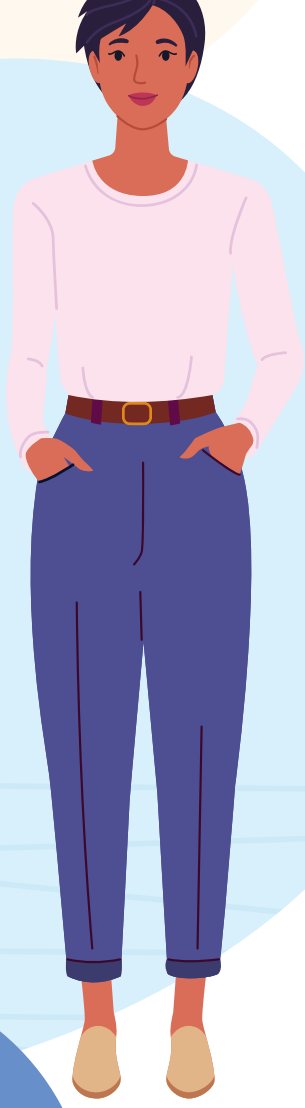
INNOVATOR

The Innovator sees ways to increase value delivered to the account that others don't, often in new and creative ways.



70%

of Top Performers cross-pollinate ideas and collaborate directly with decision makers at accounts to co-create value



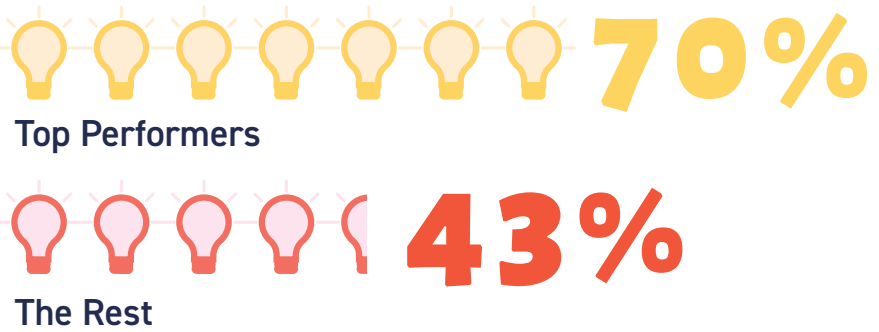
TOP PERFORMERS ARE

1.7X MORE LIKELY

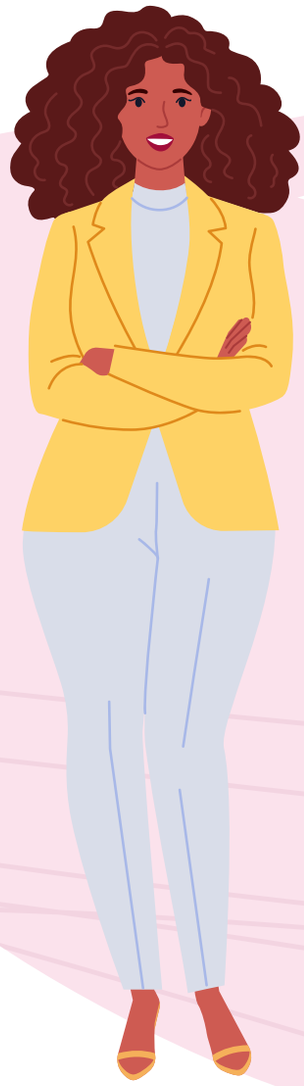
to think expansively about the value the organization can bring to bear across all our capability sets

TOP PERFORMERS ARE

more likely to create compelling and inspiring ideas to bring to account decision makers

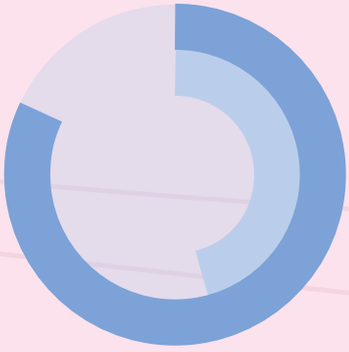


RESULTS DRIVER



The Results Driver leads the charge for maximizing business inside the "market" of the account.

Top Performers are more likely to be effective at selling major opportunities inside accounts



82%
Top Performers

46%
The Rest

TOP PERFORMERS ARE

1.9X MORE LIKELY
to lead the account planning process effectively

74%
of Top Performers proactively lead the process to grow accounts

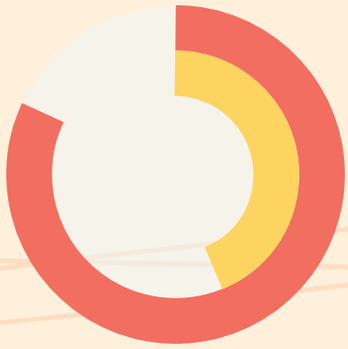
78%

of Top Performers accept accountability for achieving business goals (e.g., account growth, profit, satisfaction, etc.)

COLLABORATOR

The Collaborator is the internal team builder who builds bridges and trust and gets the right people involved at the right times to produce the best outcomes.

Top Performers are more likely to effectively facilitate internal account management teams to contribute useful ideas



82%
Top Performers

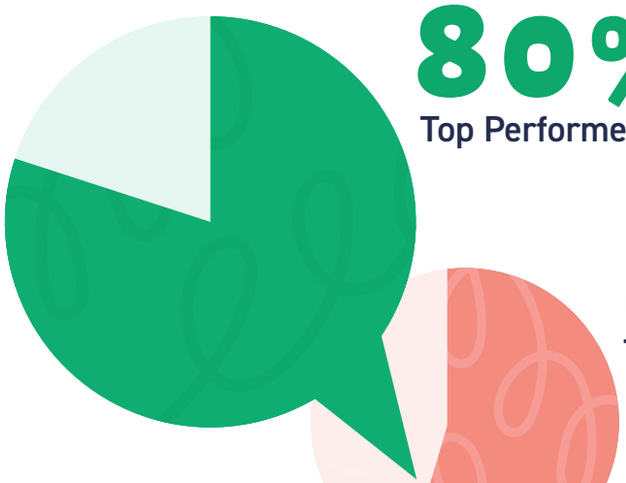
44%
The Rest

#1 SKILL

most separating Top Performers from The Rest

TOP PERFORMERS ARE

more likely to create internal relationships within organizations to drive revenue growth for accounts



80%
Top Performers

55%
The Rest

TOP PERFORMERS ARE

1.5X

MORE LIKELY

to effectively facilitate client teams to contribute useful ideas

TOP PERFORMERS ARE

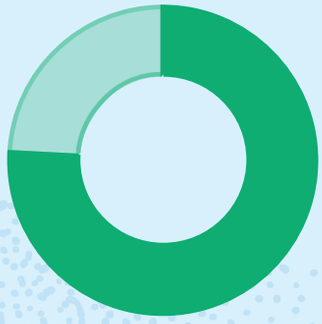
56%
Top Performers

more likely to break down internal trust barriers that may hinder collaboration to grow accounts

41%
The Rest

RELATIONSHIP LEAD

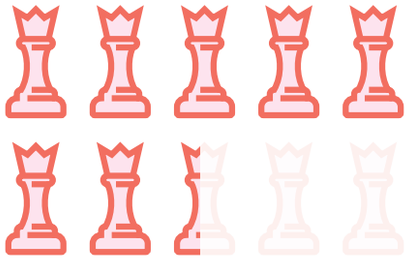
The Relationship Lead is the embedded player in the account who creates and strengthens relationships, defends against competitor inroads, and is typically the lead seller.



76%
of Top Performers gain access to executive, enterprise-level decision makers

TOP PERFORMERS ARE

more likely to develop strong relationships with executive, enterprise-level decision makers



73%

Top Performers

49%

The Rest

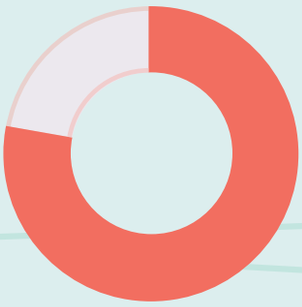
TOP PERFORMERS ARE

1.4X MORE LIKELY

to generate meetings that can drive new revenue

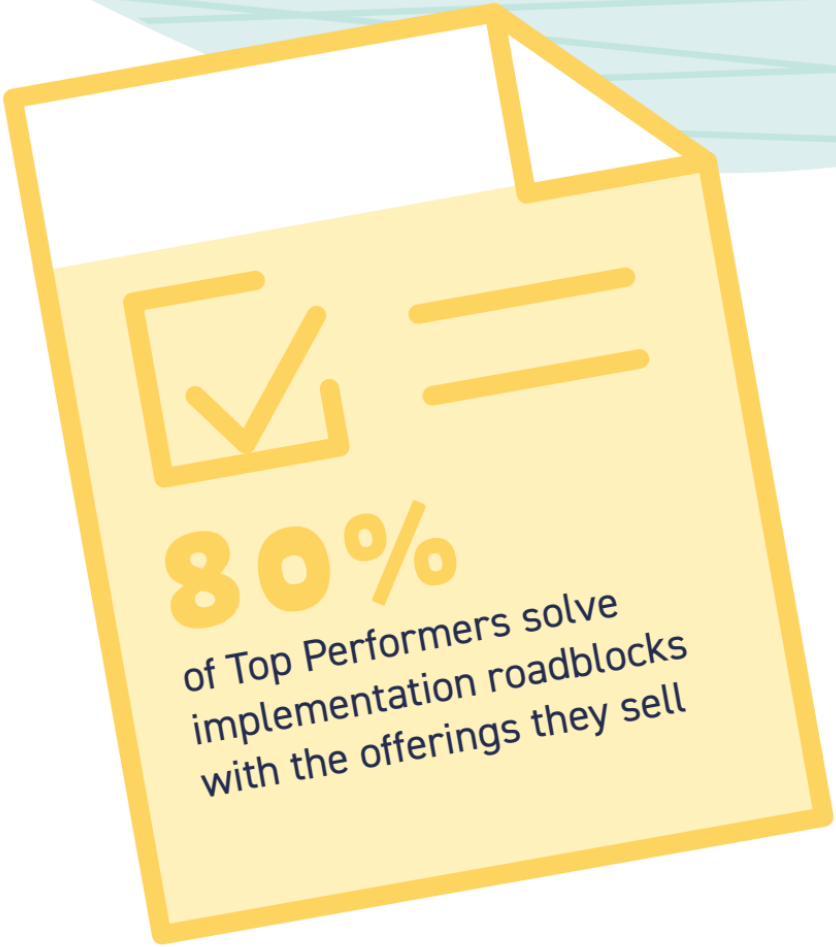
TECHNICAL EXPERT

The Technical Expert crafts the solutions, provides technical information, and solves implementation roadblocks.



78%

of Top Performers craft the best solutions



80%

of Top Performers solve implementation roadblocks with the offerings they sell

74%

of Top Performers provide competent technical information and knowledge

FOR LARGE ORGANIZATIONS & TEAMS

Teach your team to master these 6 roles, deepen relationships, and systematically grow their most important accounts.

LEARN MORE

FOR SMALL TEAMS & INDIVIDUALS

Get self-directed online training that will give you the skills you need to maximize revenue in your existing accounts.

LEARN MORE

Sources:
Sales and Enablement Challenges and Priorities, RAIN Group Center for Sales Research
Top Performance in Strategic Account Management, RAIN Group Center for Sales Research

RAIN Group
raingroup.com
info@raingroup.com