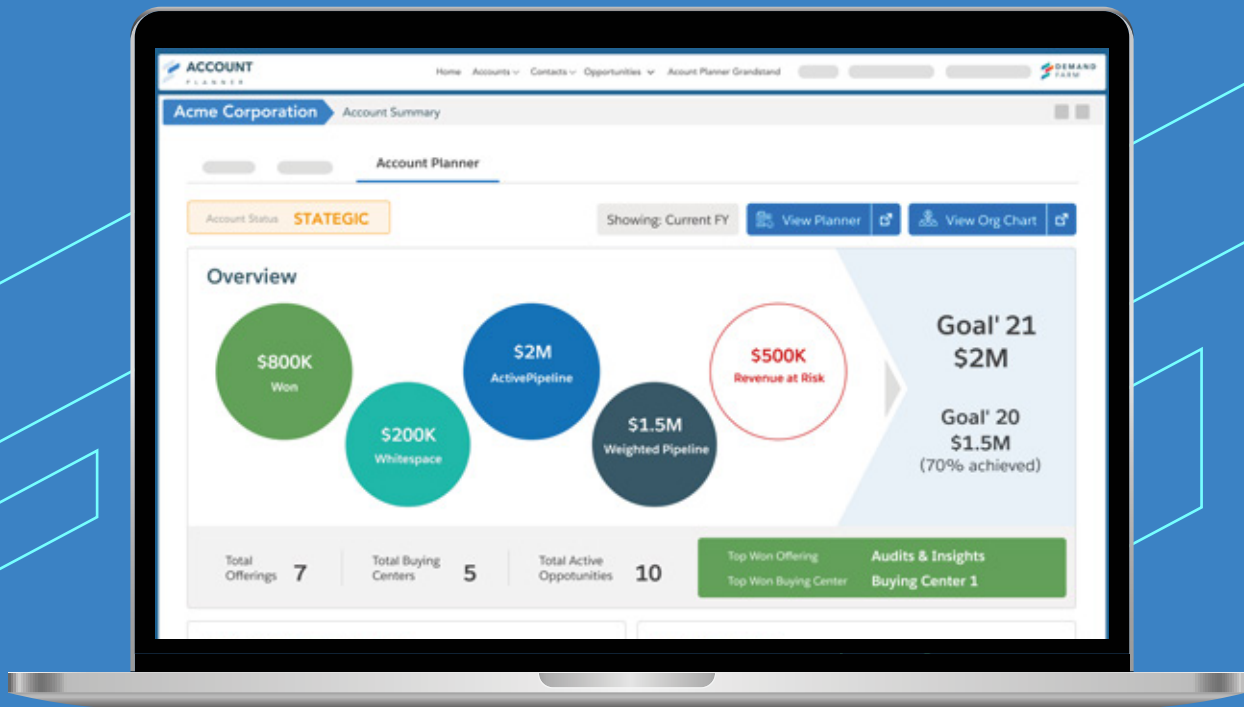


Account Planning

Effortless Process. Effective Outcomes.

Account Planning made Digital





What we are offering



Key Account Management made Ridiculously Easy

Data-driven, Collaborative and Scalable, on-Demand Account Planning & Governance within your CRM



One True View of your Account

Revenue teams now have a centralized, single Source of Truth for a deeper understanding of customers.



Standardization

Structure and Standardize your KAM programs instilling dynamic responsiveness, process and execution efficiency.



Build a Profitable Key Account Portfolio.

'Large' aren't necessarily 'key' accounts.

Market Situation

For most B2B organizations, more than 70% of their revenues come from Strategic Accounts.

Over the years, companies have invested millions into Account Planning & Management methodologies. However, to date account planning and reviews happen in power points & Excel sheets.

Not only is this process manual and cumbersome, but it also means a large part of your account data and plans are lying outside of your sales systems.

Despite spending millions of dollars on KAM methodologies, B2B enterprises continue to do their Account Planning, Reviews & governance on power points & Excel sheets. Thus making it hard to institutionalize, standardize and scale account management best practices.

Growing Strategic Accounts requires a data-driven phased & modular approach, with a focus on scaling the best Key Account Management practices.

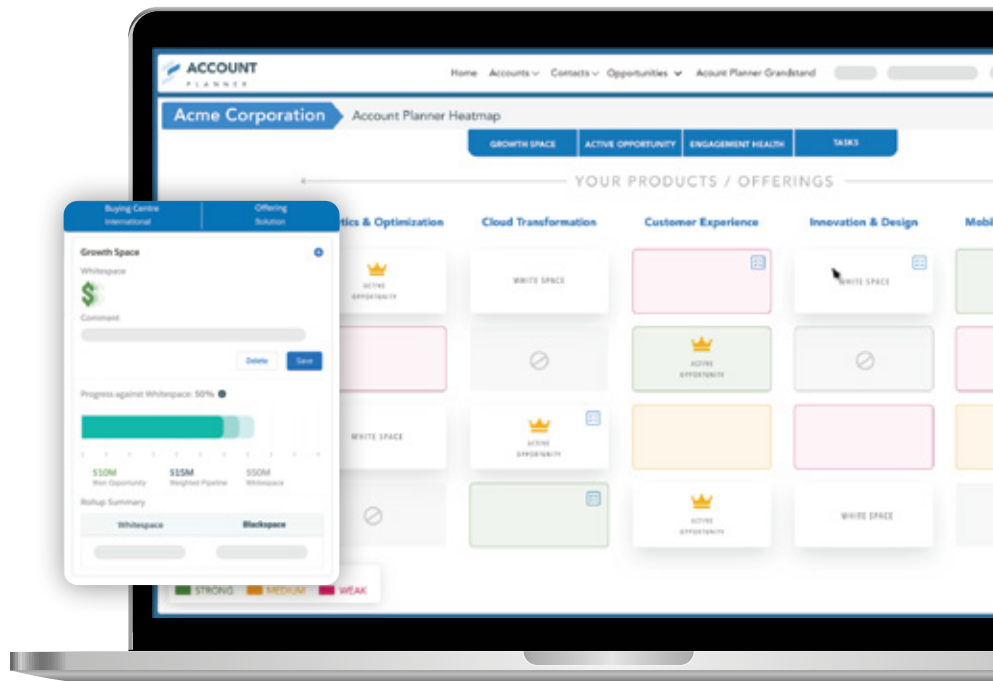
Furthermore, majority of the qualitative intelligence about the accounts continues to be in the form of tacit knowledge in the minds of account managers and is lost whenever there is attrition.

Features/ Benefits

Account Landscape



A vantage point to see how your products or services are faring & how deals in pursuit are positioned across various business units, subsidiaries, geos or buying centers within your key accounts.



Improved Pipeline Management

Clear visibility of real-time performance data and integrated analysis allows you to act faster and with confidence.

Engagement Analysis



A clear visibility of the interaction cadence to uncover collaboration gaps and communication silos, orchestrate engagement at an account level and focus on who matters most.

Impact Reporting



A dynamic account summary dashboard along with easy-to-use pre-built reports give a holistic view of account health, farming effectiveness, mining effectiveness and revenue at-risk.

1-click In-app Account Reviews



- Launch the collective real-time account plans & performance intelligence in a presentation style from within your CRM.
- Eliminate 1000's of hours of effort in building QBR reports
- Share and communicate across functions with ease
- Make decision making effective and risk-free
- Build collaborative Account Plans for ABM programs

'Grandstand'

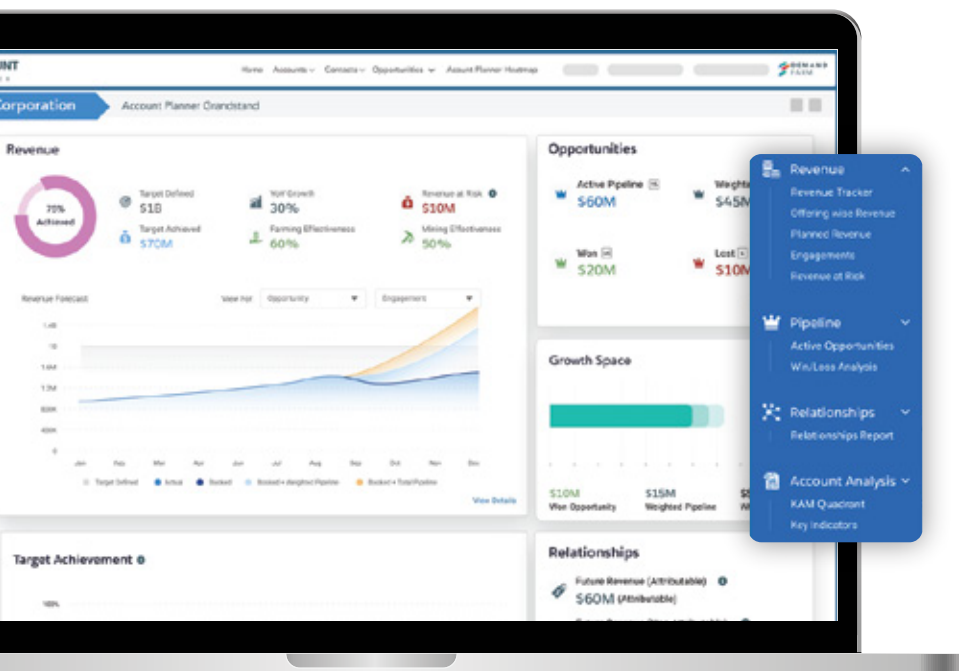


A powerful cockpit view across portfolio of strategic accounts to enabling you to monitor, track and act effectively.

Financial Analysis



Interactive summary dashboards help combine information from multiple sources to provide an enhanced analysis of an account's performance. Breakdown of potential revenue expected from current opportunities, profit margins, deal wins, competitive losses to guide the gauging of revenue potential.



Our esteemed clients



Testimonials

What I like best about DemandFarm is the ability to zoom in and out of insights from your most strategic business relationships. **Visibility into relationship health** and giving the Customer Success team the tools they need to be successful. Use the **Customer Success team- they're amazing!**

Trevor Hardee

Senior Director of Customer Success,
Royal Ambulance



DemandFarm has enabled me to look at my accounts in a different way to better utilize my time. We are solving problems around where to focus our time on accounts. Account planning has **enabled us to spend time on the areas of biggest opportunity.**

Mitchell M

Senior Enterprise Customer
Success Manager, Cloud Academy



The Tool itself is **extremely easy to use and user friendly.** I would highly recommend the Org Chart tool for anyone looking to **improve rep productivity and effectiveness in SF.**

Derry Heraty

VP Global Sales Operations



DemandFarm is **all the things I wish Salesforce did for Account Management** from the start. It provides the **ease of use to plan, understand and map individual accounts** along with a summarized view by sales vertical for the whole company.

Sean Neighbors

Senior Vice President, Client Services, TaskUs



Ready to Grow Your Accounts Faster with the World's Smartest Technology?



Request a Demo

\$20
per user & per month

\$50
per user & per month

\$30
per user & per month

