



Sales Engine One-Pager

CONTRACT IQ



5 MINUTES

THE ISSUE

KPI's and SLA's alone don't ensure you retain key contracts...

When it comes to managing key contracts there is no question that KPI's and SLA measures are vital in ensuring that you are meeting customer needs. But how often do customers move on to new suppliers **even when KPI performance was OK?**

The risk is that businesses get so caught up in hitting, and proving they're hitting the contracted KPI's, that they **lose sight of the strategic vision** and relationship development that won them the business in the first place. In short, too many businesses lose too many key contracts to competitors through **lack of strategic account management** and their inability to prove what value they have added over the life of the contract.

TYPICAL RESPONSE

Monthly and quarterly review meetings and internal account plans are the staple solutions that most companies turn to.

Too often the **account plan is dusted off and updated** when the Sales Director asks for it, and most **customer review meetings are a backward looking review of performance against contract measures** that quickly descends into the detail of one or two missed metrics.

Crucially, none of these elements truly track the **quality of the engagement, the overall strength of the relationship** with the customer, or allow you to **prove the impact** you are having on your customer's business.

THE SALES ENGINE APPROACH

We take a different approach...

ContractIQ is a software based solution that allows you to **track and measure the strength of every one of your contracts** so that you know where to focus time and resource to ensure a renewal becomes a formality not a desperate battle. We can track the **health of a contract**, demonstrate if it's getting better or worse and **measure the impact of changes**.

It will give you an overall score for each contract that **drives action** in four key areas:

MEASURING THE KPI'S

Clear scores against all your measured KPI's, but weighted according to their priorities to reflect the fact that not all KPI's are equal.

MEASURING THE RELATIONSHIP

14 measurable elements that make up how well you are managing the account, and provide focus on what elements may hit you if you don't make changes.

PROVING INNOVATION

Forcing a constant focus on what else you could be doing to improve, to give you the forward looking view that changes the future of your relationship.

PROVING YOU KEEP YOUR PROMISES

Every review results in actions. Being able to prove that you listen, act and resolve makes you irreplaceable as a supplier.