

What are examples of past CSL research studies?

IBM GLOBAL SERVICES



Project: Identifying the Skills, Characteristics, and Strategies of High-Performing Account Managers

- **Their challenge:** IBM sought insights into how high-performing IBM Global Services account managers effectively coordinate account teams that serve large customers to spur sales and profit growth.
- **The approach:** The CSL conducted two in-depth research studies to identify the best practices of high-performing account managers and isolate the factors that define profitable customer engagements.
- **The impact:** The CSL provided recommendations which helped IBM:
 - Win accounts from key competitors
 - Enhance their sales training program
 - Improve their sales metrics
 - Streamline their RFP process
 - Expand their organizational linkage between key units



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