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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