

## Advanced Account Planning II Application Activity

The most effective collaboration is one in which both parties understand each other's objectives and how to achieve them. Remember that the key account relationship is a partnership-you are looking for ways to help them succeed. In return, they become reliable, growing customers.

The traditional option for analyzing a company's business status is a standard SWOT analysis, evaluating strengths and weaknesses and identifying opportunities and threats. This activity will focus on that analysis.

Assignment:

1. Using your potential Key Account, begin completing a SWOT analysis. Remember you are completing a SWOT analysis of the customer.
  - a. Identifying the organization's strengths and weaknesses involves assessing the organization's internal resources and capabilities.
    - i. Employees
    - ii. Products
    - iii. Financial resources
    - iv. Technology
  - b. Identifying opportunities and threats involves assessing the external factors that affect the organization.
    - i. Market trends
    - ii. Competition
    - iii. Economic conditions
    - iv. Regulatory environment
2. When completed, highlight/indicate those items that could have the greatest impact on your success with this account.

<i>Internal</i>	
<i>Strengths</i>	<i>Weaknesses</i>
<i>Threats</i>	<i>Opportunities</i>
<i>External</i>	

Completed forms should be submitted to your class facilitator via your personal shared folder.  
Please email or call with any questions related to this activity.

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