Engineering and Construction Company

Account Team Turns Client Divestiture into a New, Bigger Relationship

As an engineering, procurement, construction, and world-class maintenance services company, clients rely on this global services organization to deliver exceptional project management solutions across a wide range of capital projects. Helping its diverse client base develop and execute projects on schedule and within budget is paramount to the company's success. Of course, it is not uncommon for its clients to merge or restructure to meet the changing needs of their respective industries and service providers must be ready to respond. And this was the case when an existing client company was purchased by another company. After providing on-site facilities management services to a division of a large, global technology company for many years, senior account executives seized the opportunity to gain a better understanding of the division's new parent company.

"Using CPS processes, our account team elevated the client relationship to a more strategic level, and virtually eliminated competitive pressure."
- Global Account Manager

Critical Path Strategies helps account team focus on the *now* and prepare for the future.

Anytime there is a shift in the status of a major account, it is critical that the account manager, sales team, and in some cases delivery personnel do everything possible to validate the effectiveness of their solution in the eyes of the client. This means setting aside all previous assumptions and determining the business objectives and strategies of the new organization.

With their global knowledge of the new parent and with the on-site knowledge of their delivery team, the account team leveraged Critical Path Strategies' best-practices processes to assess the *new* state of the account and to create specific action plans to build high-level relationships with company leadership. The team used Gap Assessment and Customer Value Alignment tools to build a matrix of customer-focused issues and

opportunities. By analyzing the organization's overall global and site strategy, the account team was able to create a presentation that addressed each client business objective and mapped them to the team's value proposition. Further, they could be proactive in providing the new ownership with specific suggestions to improve the operating efficiency of the facility.

"We knew this account and its problems better than anyone," said the global account manager. "The CPS process helped us organize our thoughts and develop a proactive menu of solutions."

Account team impresses new management with proactive stance. The senior management team at the new parent company was impressed with the quality of the information presented, as well as the proactive and well-researched, customer-driven approach taken by the account team. Although the new management team was under pressure to re-bid the existing facilities management contract, the account team was able to demonstrate a clear and in-depth understanding of the client's business needs.

"As a result of our well-defined services offering, we not only eliminated the threat of competition, but were invited to participate in high-level strategic planning sessions to facilitate even more effective project execution for the client," said the global account manager. "This opens the door to a broader relationship encompassing other client facilities worldwide."

For more information about this client, contact CPS Client Services at clientservices@cpstrategy.com.

ABOUT CPS. Critical Path Strategies helps clients improve the effectiveness of their sales organization. Our portfolio of services addresses the strategic, organizational, and relationship issues that impact selling performance. Our powerful processes enable clients to transform their sales culture, enhance their competitive position, and accomplish strategic business initiatives. Our clients—emerging companies and members of the Fortune 500 alike—typically measure 100 to 500 times their CPS investment in revenue growth.

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