

National Accounts
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It's time to REACT! It's time to re-establish your role at the NATIONAL ACCOUNT level!

Oh, I know- you're doing the job in your region at the corporate branch level-and that's the point – REGIONALLY. I'm talking about –NATIONALLY-what are you doing NATIONALLY? It's time to refocus and re-establish your role to your NATIONAL ACCOUNTS in your territory, for country. Talk to your customer about his needs NATIONALLY and how you want to assist him in his needs NATIONALLY..

For example: tend to your customer's national advertising program, co-ordinate national training schedules, national pricing, structures, national lead and follow-up programs, national accounts handling of commissions, etc.

TALK to your principal about his needs NATIONALLY and how you want to assist him also in his needs-NATIONALLY.

Then develop a GAMEPLAN-separate from your REGIONAL GAME PLAN-NATIONALLY.

If you don't –someone will and you won't like the outcome of that plan-I guarantee it!

It's your job-do it NOW, you'll be glad you did-so will your distributor –so will your principal.

Remember NATIONAL ACCOUNTS' needs NATIONALLY are different than NATIONAL ACCOUNTS' needs REGIONALLY.

Put this in your first quarter priorities for 1993- NOW!

Think about it.

George J. Hayward