

Account is in Trouble

1. Your phone calls go unreturned.
2. You do not get a timely response to your requests.
3. You don't have a specific project underway.
4. Mind share is decreasing.
5. Complaints increase and customer satisfaction is decreasing.
6. Measurable benefits are not being received by the customer.
7. The customer is relying less and less on your resources.
8. The customer is not taking advantage of training or other activities offered.
9. Contact with customers exceeds the minimal time limits you set between contacts.
10. You don't know about new decision makers or organizational changes.
11. Your access to decision makers decreases.
12. The customer asks for more and more types of services, adjustments or product/service modifications you cannot offer.
13. Competitors are getting meetings with your contacts.
14. Customer contacts are asking competitor comparison type questions.
15. Business that automatically came your way is now put out for bid.
16. Business that should be captured is still put out for bid.
17. A slight but steady decrease in the amount and type of business you are doing with the customer.
18. The customer adds competing product lines.