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## Questions Sales Organizations Ask About Account Planning\*

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How should it fit within our sales strategy?

2

What accounts should have account plans?

3

Who should own it?

4

How do we align functions such as marketing, operations, finance, and HR?

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What are the most important components?

6

How should a good process work?

7

Can we make the organization conduct it, and how do we get compliance?

8

How can we reinforce its value?

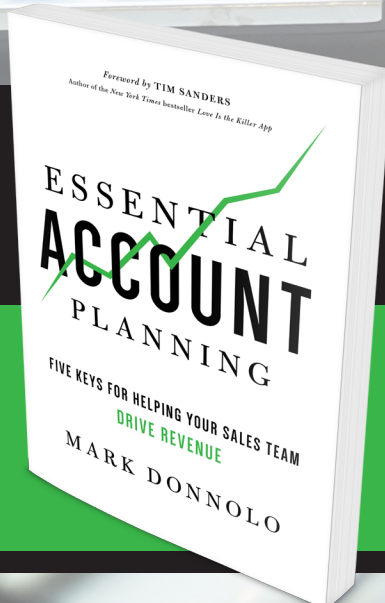
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How should the customer be involved?

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How do we keep the process alive year-round?

Difficulties answering these questions sideline the account planning process, hinder the sales organization's potential, and result in missed growth opportunities.



For guidance, visit  
[www.td.org/AccountPlanning](http://www.td.org/AccountPlanning).

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\*These questions were derived from *Essential Account Planning*.