

# The Secrets to Winning Large Corporate Accounts

The Big Guys Don't Want You to Know

**SECRET**

**#1**

**THINK  
BIG!**



You've got to think like  
they do!

**SECRET**

**#2**

Every Satisfied Client  
Should Be Worth **5.7**  
Referrals.

**They leverage happy  
client referrals.**

**They have a client  
retention strategy.**



- Point of contact for major accounts
  - Account Manager (this can be you)
- Multiple touch points each quarter
  - Ask for referrals every six months
    - Month 1 - In Person
    - Month 2 - Email
    - Month 3 - Call
    - Month 4 – Thank-You Card
    - Month 5-12 REPEAT

**SECRET**

**#3**

**They keep track of their most  
valuable prospects.**

Every day you  
need to add **5-10**  
new people to  
your Hit List.



**SECRET**

**#4**

They spend time  
on LinkedIn every day.

The LinkedIn logo is displayed on a white rectangular background with a grey drop shadow. It consists of the word "Linked" in a bold, black, sans-serif font, followed by a blue square icon containing the lowercase letters "in" in white.

# Daily Data Mining

- Search for 5-10 new prospects each day
  - Search by company
  - Search by job description
  - Evaluate “mutual connections”
  - Ask mutual connection for a warm introduction



**Teresa Speer** • 2nd

Certified Meeting and Event Planner

Greater Nashville Area, TN

Certifications: Meeting and Event Planning Certification

👥 Don England, Carl Haley, and 102 other shared connections

Connect



**Eric Miller, CMP** • 2nd

Corporate Meeting Planner, FedEx Services

Greater Memphis Area

Current: Corporate Meeting Planner at FedEx Services

👥 Don England, Carl Haley, and 4 other shared connections

Connect



**Ashley Gustafson** • 2nd

Senior Meeting Planner

San Francisco Bay Area

Current: Senior Meeting Planner at Apple Inc. at Carlson Wagonlit Travel

👥 Jason Falls, Alfonso Hernandez, and 13 other shared connections

Connect



**SECRET**

**#5**

**They know how to execute  
a warm introduction.**

Hi [Prospect's First Name],

I wanted to reach out to you today to provide you with a “warm introduction” to [First/Last Name]. I have known [First name] for [number of years] and strongly believe that the two of you will be able to mutually benefit each other by connecting.

[First Name] is the [Your Title] of [Your Company] and I have used his/her service for [#of Years] during my travels for both business and pleasure. I think [Your Company] would definitely exceed your expectations for your transportation needs locally and globally as they [insert UVP].

I have CC'd [Your Name] on this email and would ask for the first person to “Reply to All” so I know that you have connected and then you both can set up a meeting. If either of you have any questions, please let me know and look forward to following up to see how everything worked out.

Best regards,

[Introducer's Signature]

Hi (insert name of the person making the intro),

Thank you very much for the “warm introduction” to (insert contact first name only) and for your kind words. I appreciate your trust in me and (insert your company name), and your relationship with (insert contact first name) to make this introduction.

(Insert contact first name),

It is a pleasure to be introduced to you by (insert name of the person making the intro). I look forward to connecting with you and learning more about you and your company to see if we can mutually benefit each other from our newfound relationship.

If you would like to meet in person for coffee, at your office, or over the phone, please let me know. I am available the following dates and times next week, or let me know what works best for your schedule and I will adjust mine accordingly.

[Continued on Next Slide]

[Continued From Previous Slide]

Monday (date) Sample: 8:00am-5:00pm

Tuesday (date) Sample: 10:00am-1:00pm

Wednesday (date) Sample: any time prior to 2:00pm

Thursday (date) Sample: any time after 11:00am

Friday (date) Sample: between 1:00pm-5:00pm

I look forward to meeting you.

Best regards,

First & Last name

Company name

Office phone

Cell phone

Website address

**SECRET**

**#6**

They **QUALIFY**  
prospects  
quickly.

YES

NO

MAYBE

# Qualification

- CSR Team
- Sales Team
- Account Management Team
- Owners
- Managers




U NiQUE  
S ELLiNG  
P ROPOSiTiON



# Unique Selling Proposition

- Unique to each Buyer Persona
- Based on your Unique Value Proposition
- Everyone in the company knows this and is on the same page

They have a Sales System.

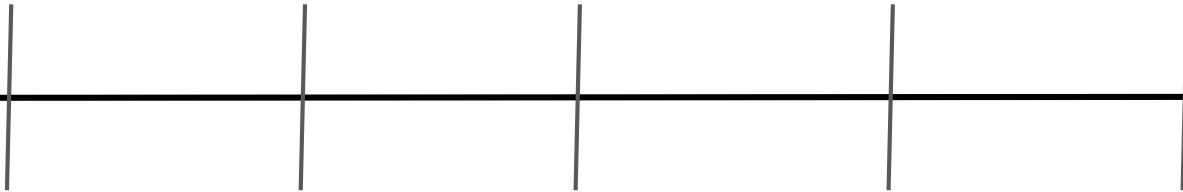


People with a  
Sales System  
outsell people  
without a Sales  
System by...

7X

PROSPECT: \_\_\_\_\_

BEFORE



AFTER



Keep in Mind...

Selling is just partnering  
with people that  
believe the same  
things you believe.

Every day with your  
client is an interview for  
your next client.  
**Be Good Today!**



92%

of People  
Never  
Engage With  
Clients