

Account Management

**Nurture your partnerships
and watch the rewards
grow**



What do our key accounts want from us?

Can we manage key accounts more effectively?

Can we get more from our existing relationships?

Which partnerships warrant key account management?

When do we need support?

All too often, partnerships can fail because of a lack of attention paid to ongoing account management.

One solution is to work with or outsource this vital process to specialists who are able to keep relationships vibrant and ensure long-term success.

PARTNERSHIP MANAGEMENT

SUCCESS BEGINS WITH PLANNING

Managing key partnerships, is both difficult and time-consuming.

To make partnerships truly effective, an organisation needs to invest considerable resources in all aspects of the relationship, from planning through to delivery and key account management & development.

A cost-effective way of achieving a vibrant relationship and one which delivers ongoing benefits to both partners, is to utilise Affinity Solutions' extensive account management experience.

DELIVERING THE PROMISE

The process used to manage major partnerships will depend on the complexity of each individual case, but will usually include:

- ❑ **Strategy** – Is your organisation effectively structured to deal with partners and ensure they add value? Can decision makers be accessed? Do you and your partners know what is expected of each other and are the stated objectives realistic, yet stretching?
- ❑ **Resources** – Are resources being effectively utilised on both sides? Are personal relationships established at all levels of the partnership? Do internal staff require training in key account management techniques?
- ❑ **Implementation** – Are joint marketing and business plans being developed and implemented? Are account management processes fully established (e.g. change requests, management information and copy deadlines)? Are partnerships being refreshed and aligned to corporate objectives?
- ❑ **Financials** – Are financial returns being monitored and do they meet or exceed expectations?

ACCOUNT EXPERIENCE

Affinity Solutions has managed a number of key accounts on behalf of clients in a variety of industry sectors:

- ❑ Long-term development and ongoing implementation of new partnerships for three of the UK's leading media groups, aimed at maximising new revenue streams
- ❑ Managing the multi-million pound relationship of the UK's largest age-related charity with its key financial services partner
- ❑ Managing the delivery of marketing services and ongoing account development for a major UK bank, with over 10 key partners
- ❑ Implementing and managing the relationships of a number of major charities with their financial service suppliers and ensuring the achievement of service standards and contractual obligations
- ❑ Managing major FMCG and financial services partners for a high profile professional association, handling all aspects of the commercial and marketing discussions

SUPPORT WHEN IT COUNTS

Our affinity management services have driven real value at all stages of partnerships. However, our experience shows that this kind of support is particularly relevant in the key, initial phase of a new partner relationship or affinity proposition.

Affinity Solutions can offer an expert individual or team, with extensive experience in the market, dedicated to the marketing, performance management and relationship development for the new account. This provides the best possible foundation for a long and successful partnership.

Contact us today to discuss how to give your partnership the best start.

Is outsourced account management right for you?

- Could your organisation benefit from the experience of key account management specialists?
- Are you looking for a service that gives you greater flexibility and allows you to concentrate your resources in areas you know best?
- Are you looking for an independent and unbiased service, flexible enough to handle the day to day running of your account?
- Could our approach to monitoring activity and systems, ensure that your and your partner's expectations are being met?

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AffinitySolutions

Creating Value from Partnerships

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