



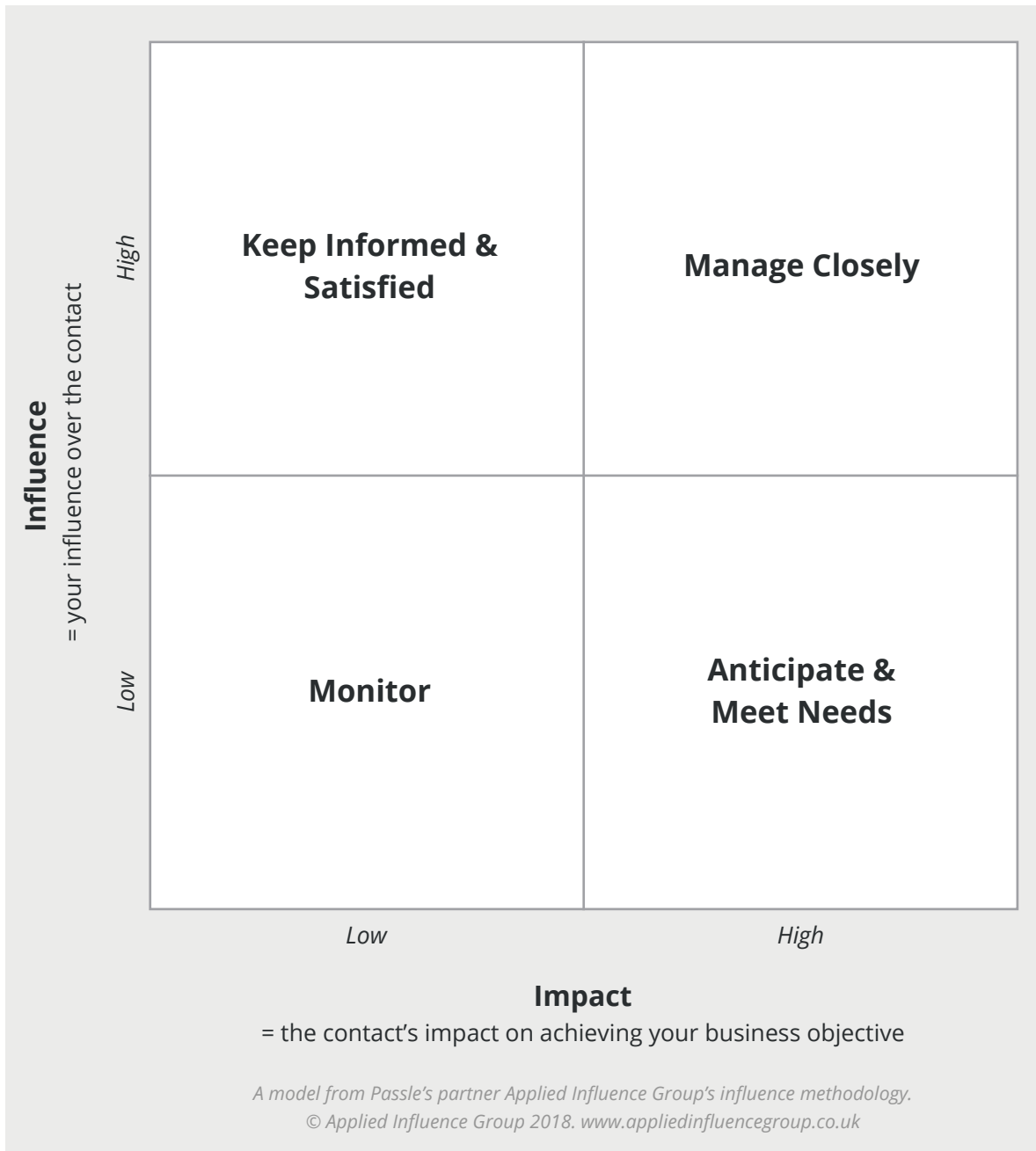
# MAPPING DECISION-MAKER & EXECUTIVE ENGAGEMENT

ACCOUNT PROFILING TOOL FOR YOUR CONTACTS

{ “Don’t count the people  
you reach, reach the  
people who count.”

**DAVID OGILVY CBE - FOUNDER OF OGILVY & MATHER**

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



**Exercise:** List the contacts you want to influence from an account that you are targeting.

**Target account**

.....

**Business objective**

.....

.....

**Target contacts**

① .....

② .....

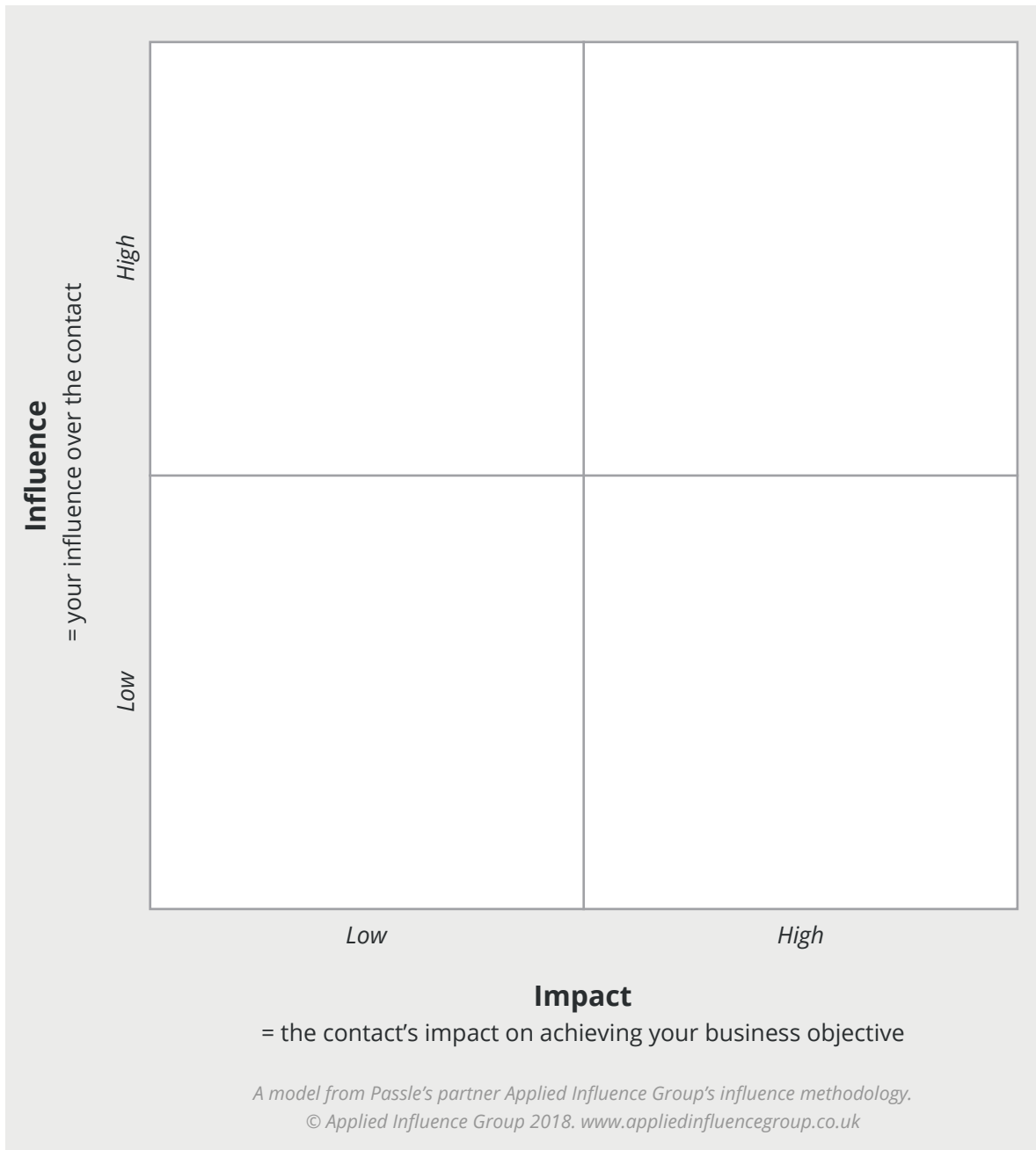
③ .....

④ .....

⑤ .....

⑥ .....

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



**Exercise:** List the contacts you want to influence from an account that you are targeting.

**Target account**

Salesforce

**Business objective**

Close enterprise deal this quarter (Q1 2018)

**Target contacts**

① Marc Benioff, CEO

② Brett Colbert, Solutions CTO

③ Alex Dayon, Chief Strategy Officer

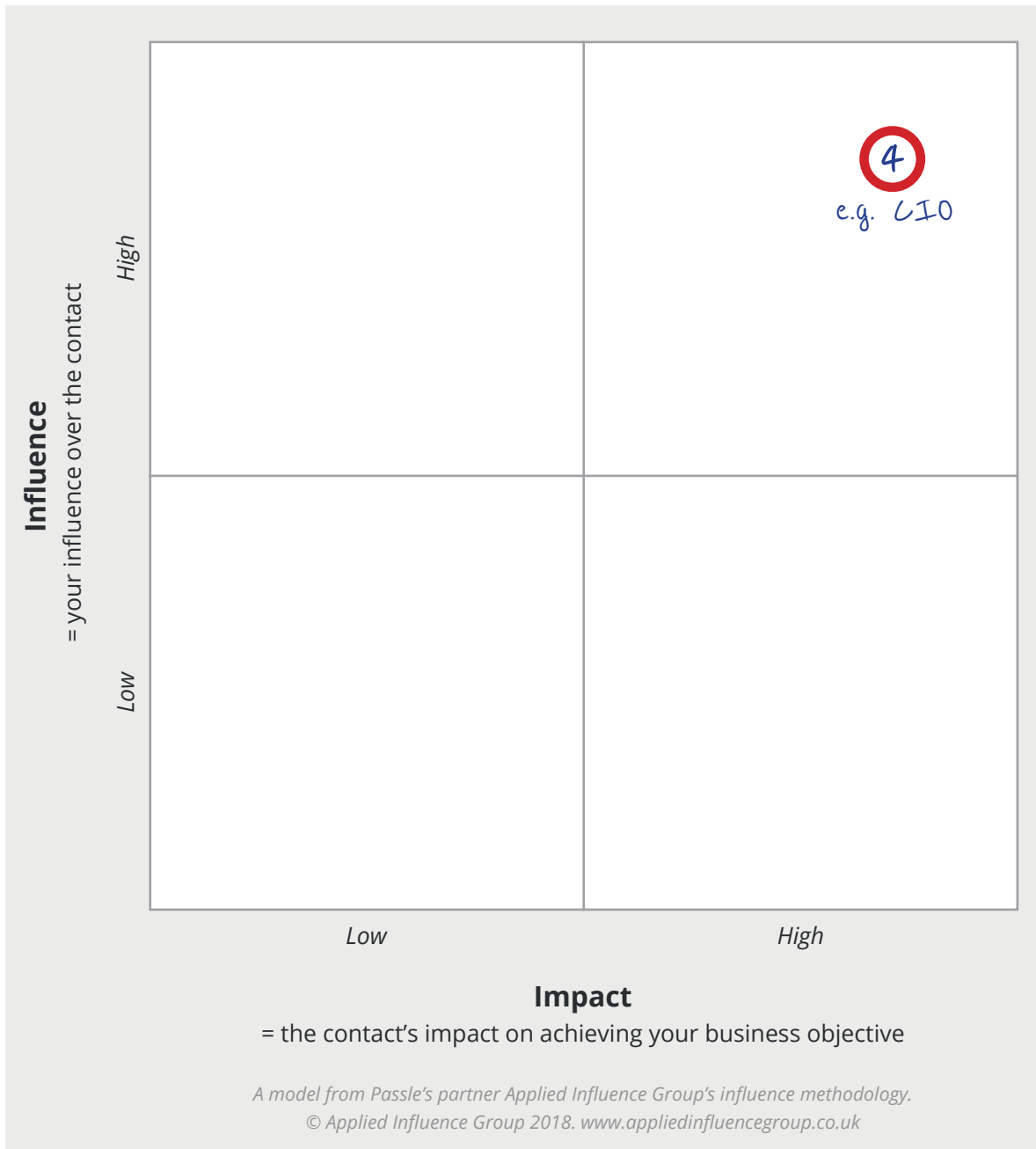
④ Ross Meyercord, CIO

⑤ Mark Hawkins, CFO

⑥ Maria Martinez, President

EXAMPLE

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS






**Exercise:** Place your target contacts into the quadrant relative to their Influence/Impact positioning.

*e.g. If you are selling a technology solution and you have a strong relationship with the CIO who you know has a high impact on the deal, he/she would go top right.*




## Target contacts

- ① Marc Benioff, CEO
- ② Brett Colbert, Solutions CTO
- ③ Alex Dayon, Chief Strategy Officer
- ④ Ross Meyercord, CIO
- ⑤ Mark Hawkins, CFO
- ⑥ Maria Martinez, President

## Contacts

-  Sponsor/  
Main Contact
-  Known Contact
-  Assessed/  
Unknown

## Relationships

-  Known Link
-  Strong Link
-  Assessed/  
Unknown Link

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS






**Exercise:** Place your target contacts into the quadrant relative to their Influence/Impact positioning. (Use the numbers correlating to your target contact).




## Target contacts

- ① Marc Benioff, CEO
- ② Brett Colbert, Solutions CTO
- ③ Alex Dayon, Chief Strategy Officer
- ④ Ross Meyercord, CIO
- ⑤ Mark Hawkins, CFO
- ⑥ Maria Martinez, President

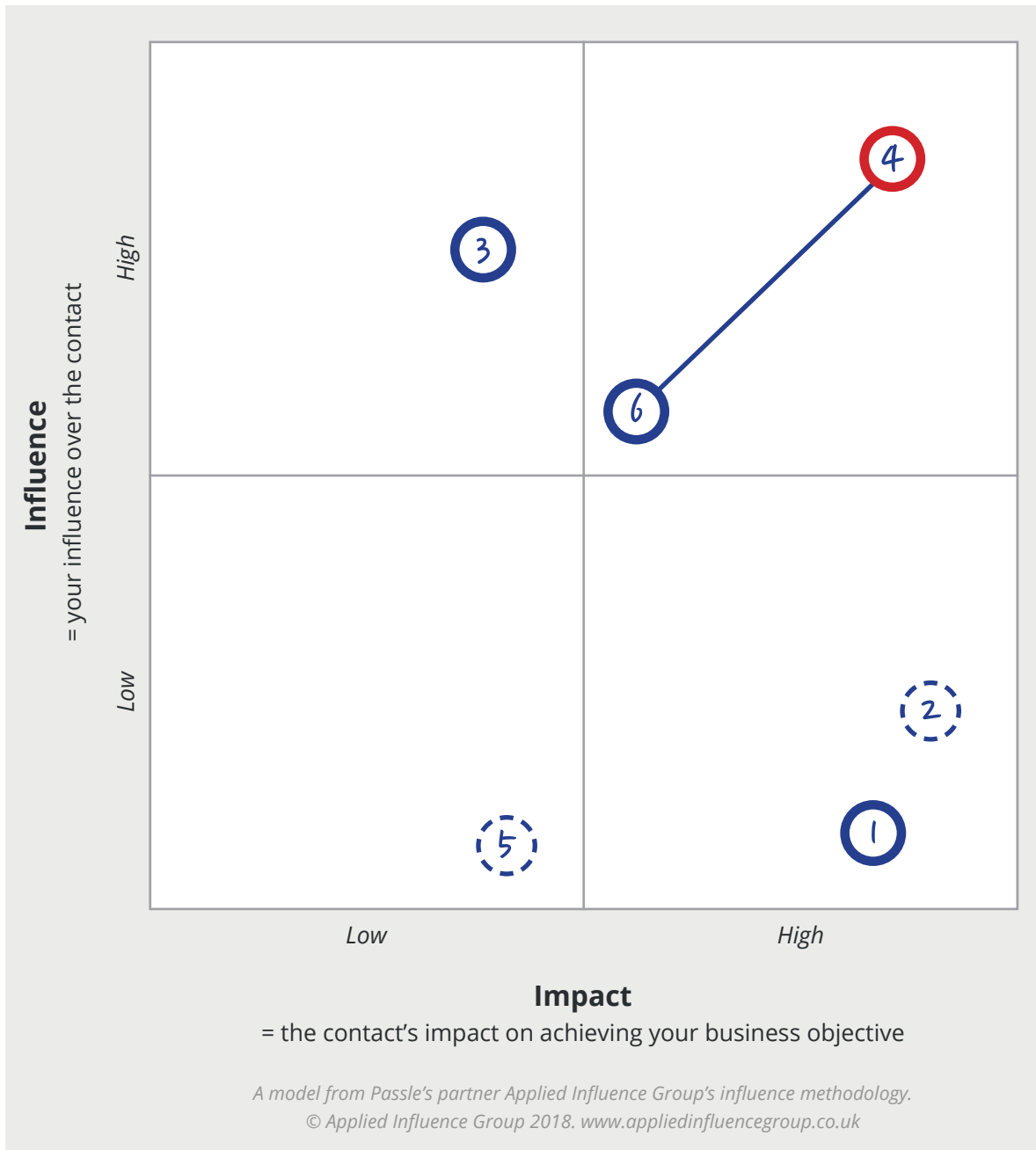
## Contacts

-  Sponsor/  
Main Contact
-  Known Contact
-  Assessed/  
Unknown

## Relationships

-  Known Link
-  Strong Link
-  Assessed/  
Unknown Link

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



**Exercise:** Map the links between your target contacts. (This will identify opportunities to influence target contacts and leverage existing relationships).

## Target contacts

- ① Marc Benioff, CEO
- ② Brett Colbert, Solutions CTO
- ③ Alex Dayon, Chief Strategy Officer
- ④ Ross Meyercord, CIO
- ⑤ Mark Hawkins, CFO
- ⑥ Maria Martinez, President

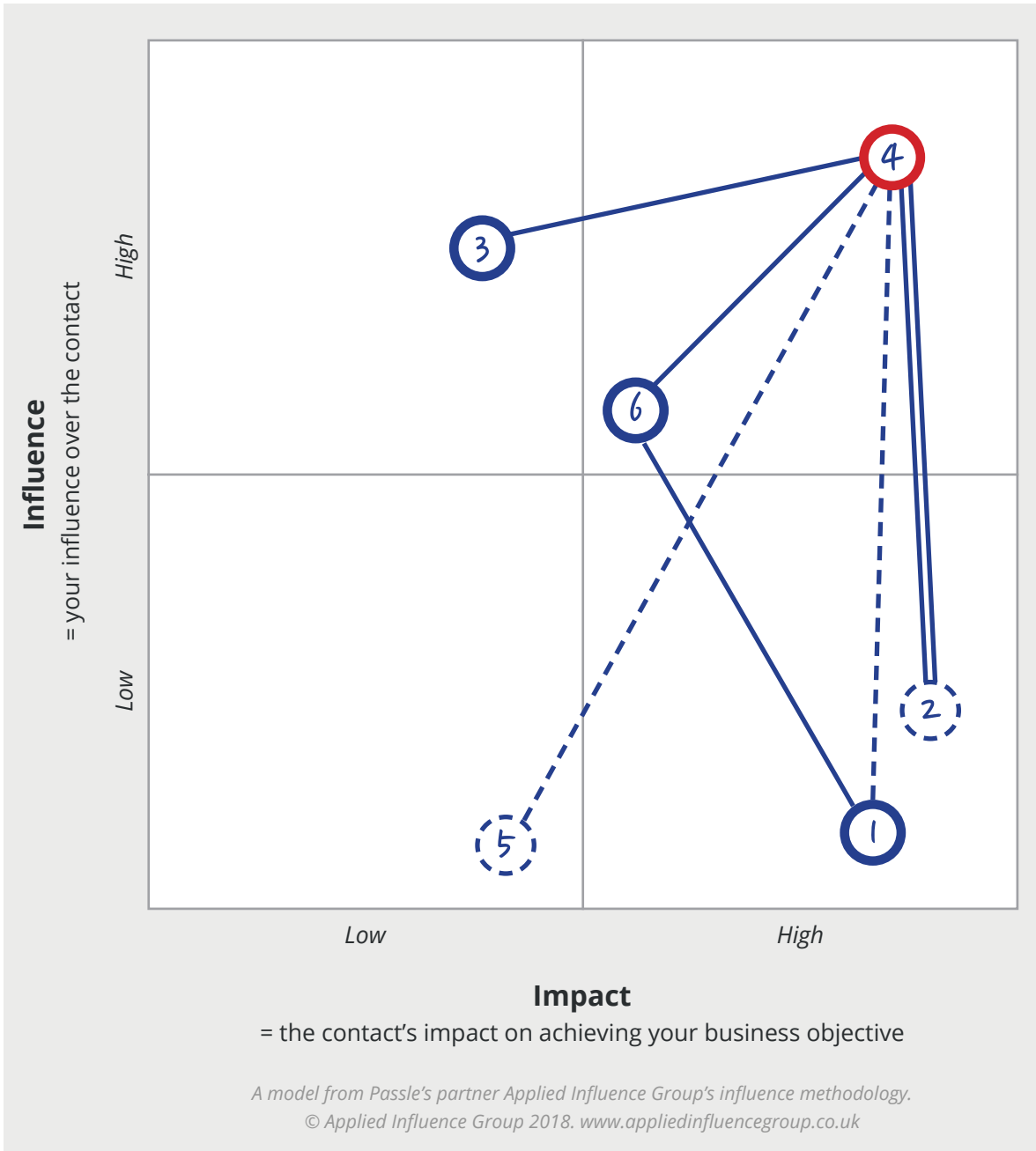
## Contacts

- Sponsor/  
Main Contact
- Known Contact
- Assessed/  
Unknown

## Relationships

- Known Link
- = Strong Link
- - - Assessed/  
Unknown Link

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



**Exercise:** Map the links between your target contacts. (This will identify opportunities to influence target contacts and leverage existing relationships).

## Target contacts

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- ② Brett Colbert, Solutions CTO
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- ④ Ross Meyercord, CIO
- ⑤ Mark Hawkins, CFO
- ⑥ Maria Martinez, President

## Contacts

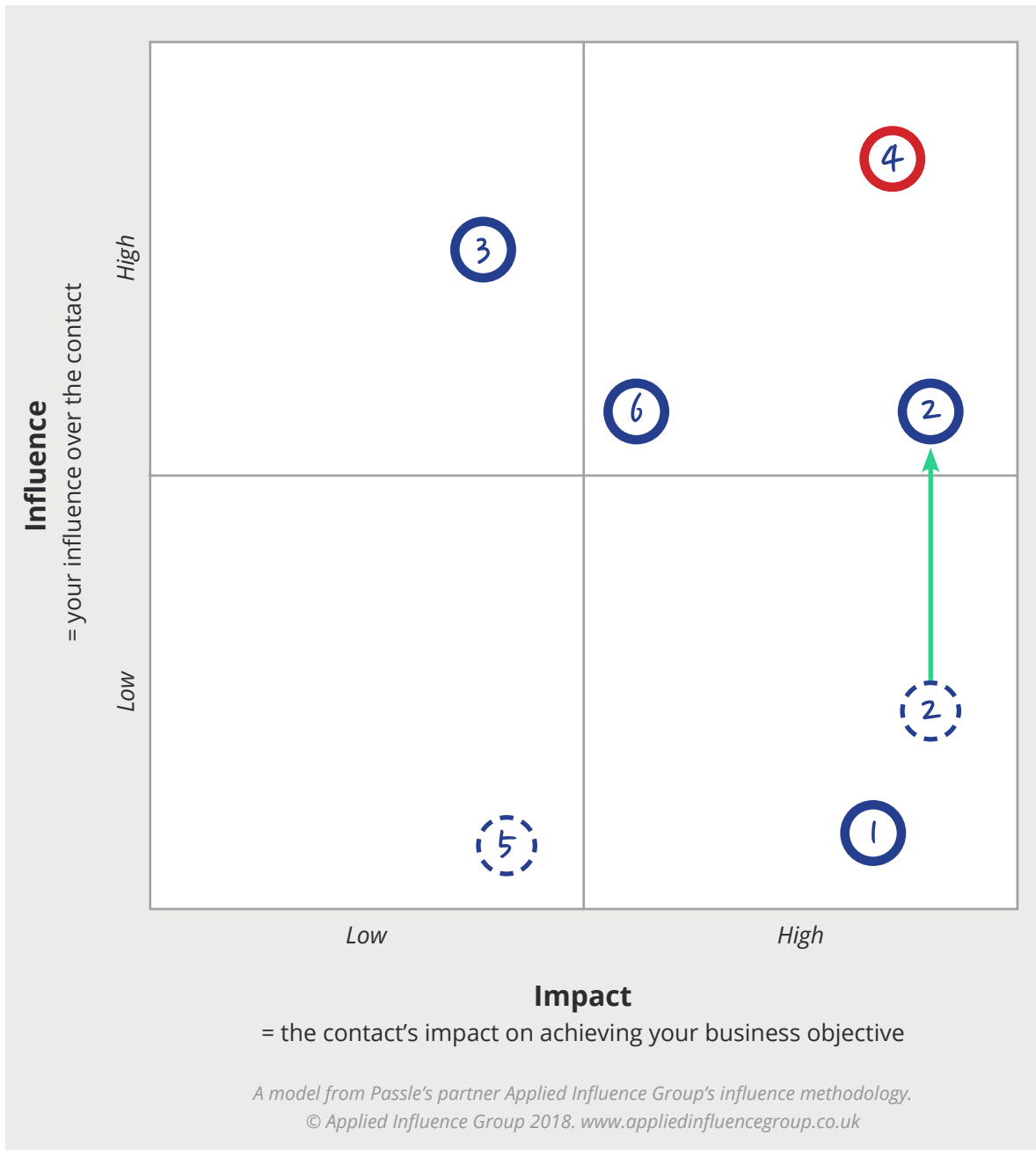
- Sponsor/  
Main Contact
- Known Contact
- Assessed/  
Unknown

## Relationships

- Known Link
- = Strong Link
- - - Assessed/  
Unknown Link



# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



**Exercise:** Track your progress overtime in line with your objective and redefine positioning/contact links.

## Target contacts

- ① Marc Benioff, CEO
- ② Brett Colbert, Solutions CTO
- ③ Alex Dayon, Chief Strategy Officer
- ④ Ross Meyercord, CIO
- ⑤ Mark Hawkins, CFO
- ⑥ Maria Martinez, President

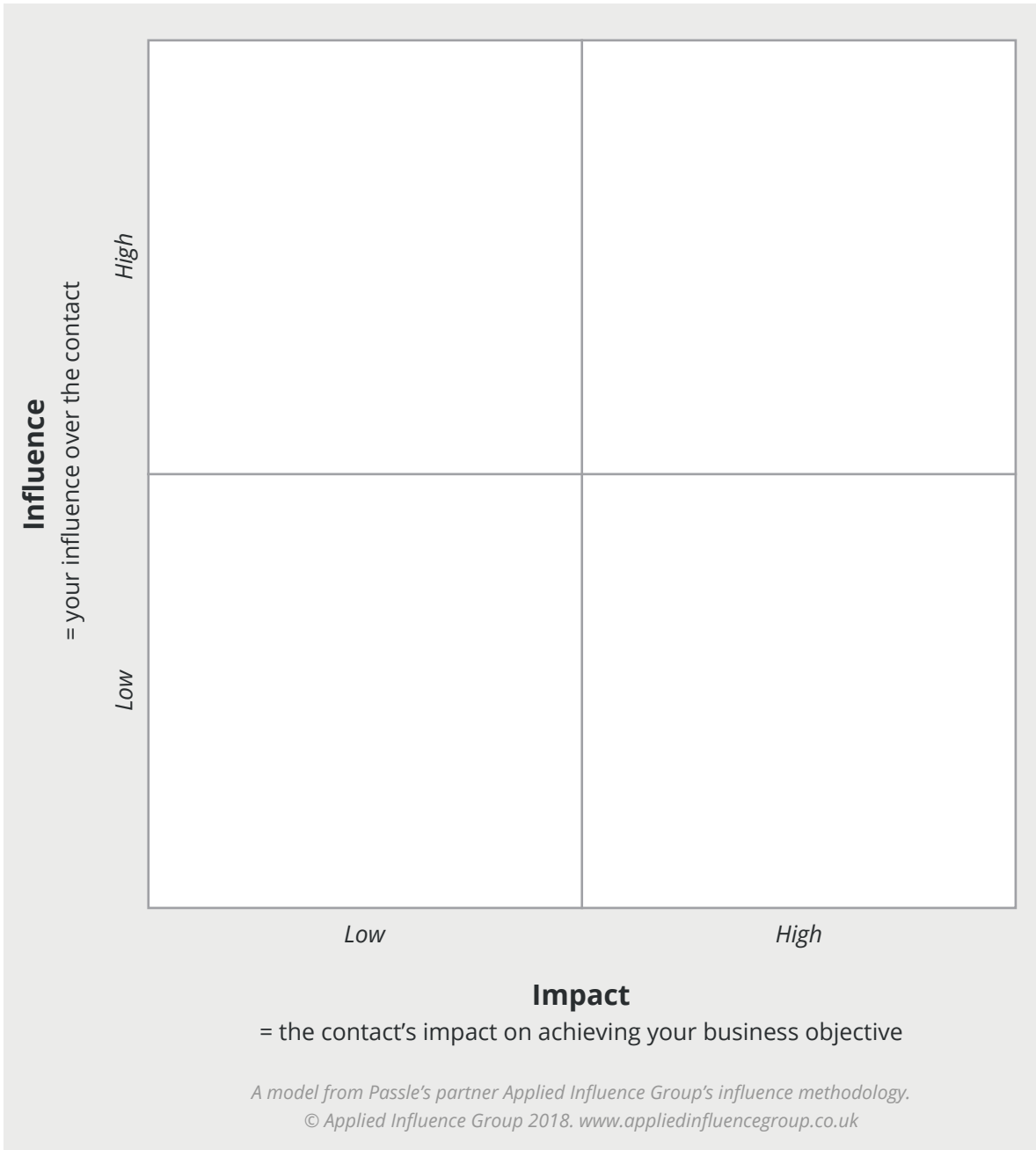
## Contacts

- Sponsor/  
Main Contact
- Known Contact
- Assessed/  
Unknown

## Relationships

- Known Link
- Strong Link
- Assessed/  
Unknown Link

# ACCOUNT PROFILING TOOL - INFLUENCE & IMPACT ANALYSIS



## Target account

.....

## Business objective

.....

.....

## Target contacts

① .....

② .....

③ .....


④ .....


⑤ .....

⑥ .....

## Contacts


 Sponsor/  
Main Contact


 Known Contact

 Assessed/  
Unknown

## Relationships

 Known Link

 Strong Link

 Assessed/  
Unknown Link

## PASSLE IS THE EXPERT-TO-EXPERT MARKETING PLATFORM

Our platform makes it easy for your experts to create and share content with their key contacts. If you'd like to find out more about how Passle can play a part in your account-based marketing strategy, call us at **+44 (0) 208 004 0119** or drop us a line at **[clientsuccess@passle.net](mailto:clientsuccess@passle.net)**.

For more insights on expert-to-expert influencing go to **[blog.passle.net](http://blog.passle.net)**.

