

# 10 tips to level up your account management



**Tip:** Empathize with your clients

**Explanation:** Don't just be focused on making the sale—help your customers by understanding their goals, challenges, and pain points.



**Tip:** Define your key accounts

**Explanation:** Decide which accounts have the best fit and highest growth potential, and allocate resources accordingly.



**Tip:** Profile accounts and put them into tiers

**Explanation:** Create several tiers of priority with different account management plans reflecting performance expectations.



**Tip:** Personalize your communication

**Explanation:** Keep track of and use customer information so you can deliver the most relevant updates for their needs.



**Tip:** Build long-term relationships

**Explanation:** The Pareto Principle says 80% of revenue may come from just 20% of customers—so retention is key.



**Tip:** Identify opportunities for upselling

**Explanation:** With the right information, you'll be able to highlight new opportunities with existing customers.



**Tip:** Streamline communication between teams

**Explanation:** Keep sales, account management, and customer service teams aligned, so everyone is getting the same info.



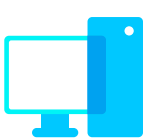
**Tip:** Organize a schedule for client contacts

**Explanation:** Set a timeline for connecting with key accounts and communicating important information and feedback.



**Tip:** Centralize your client data

**Explanation:** Key information should be all in one place to avoid mix-ups or missed opportunities.



**Tip:** Use the right tools

**Explanation:** Choose a CRM system like Freshworks for easier, more effective account management.