Your Client Teams Can Drive More Business

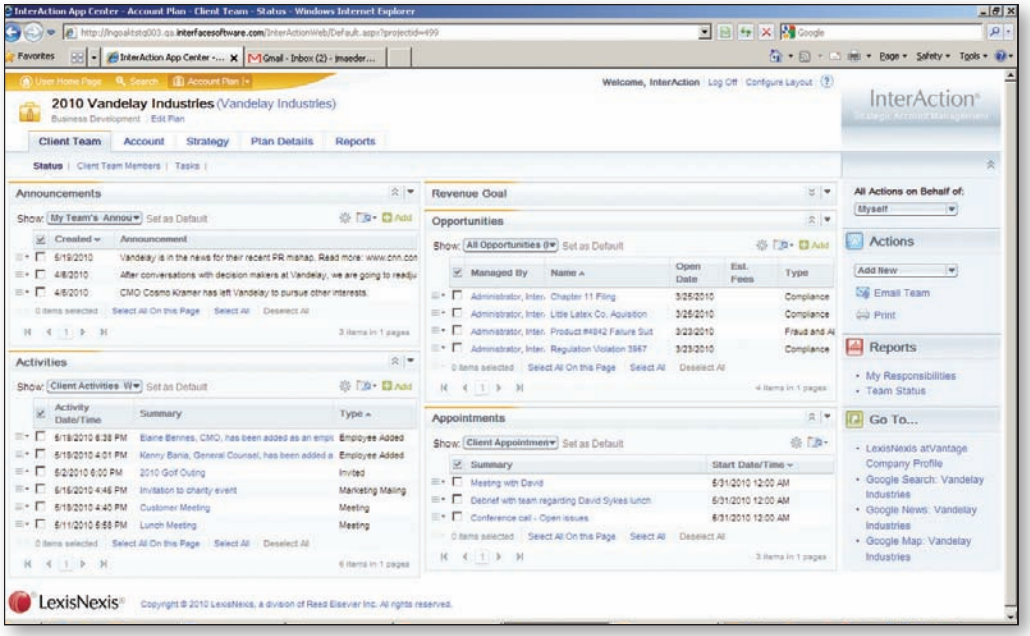
with InterAction® Strategic Account Management

- ✓ Does your practice take a coordinated approach to business development, focusing on strategic clients and prospects?
- ✓ Do you have account teams assigned to specific areas of practice and geographic locations?
- ✓ Do you measure marketing progress against revenue and relationship goals?
- ✓ What can make it easier to communicate effectively *within* your marketing teams—and with contacts at key accounts?

New InterAction Strategic Account Management (SAM) can help your client teams stay on the same page and drive more business.

With InterAction SAM, firm marketing and business development professionals can easily post and access business development plans, data and progress reports. This central point of information can help your team:

- Strengthen strategic relationships
- Earn more business
- Improve communication within the firm



Improve marketing team collaboration and success at your firm with InterAction Strategic Account Management. From the client team workplace, you can view recent activity, open opportunities and strategic initiatives simultaneously.

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Tools for Driving More Business

Achieve greater collaboration, efficiency and marketing effectiveness in your firm with InterAction Strategic Account Management (SAM).

Easily post and view marketing plans, reports, contact lists and more using the Client Team Workplace and user home page.

- No need to attach materials to e-mail messages. Just link to SAM, and everyone is "on the same page."
- Benefit from secure, concurrent user access to SAM from external locations
- Easily search, filter and sort data.

Record and share objectives critical to the success of each client team: focus on client satisfaction, market share, etc.

Develop a plan to strengthen relationships between key client contacts and team members at your firm.

Assign tasks to team members, track progress at the tactical level based on firm standards, receive task notifications and report on the outcomes.

Leverage your existing InterAction relationship intelligence—activities, appointments, matters, opportunities, engagements and more—to optimize your strategic initiatives.

Share competitor data pertaining to specific clients to fine-tune your team objectives.

Set, track and update revenue goals vs. actual as your plan progresses, and share the information via SAM.

Keep your teams on top of client challenges to foster collaborative solutions.

Built For Flexibility

SAM is built on the Microsoft® .NET framework using flexible ASP.NET Web parts. Your firm can easily modify the content, appearance, layout and behavior of SAM Web parts either in the new .NET framework or in Microsoft® SharePoint®.

SAM is also easy to configure. Just drag and drop Web parts to select and arrange them on a page. Our tabbed navigation is fully configurable.

How Can Client Teams Help Your Firm Succeed?

Strong strategic account management generally involves collaborative steps similar to these:

1. Identify strategic accounts
2. Define clear objectives
3. Develop team goals
4. Assign tasks to team members
5. Manage the plan (schedule meetings, assess progress, modify plan)
6. Review plan cycle
7. Restart cycle

With flexible tools and a fully configurable interface, SAM adapts to your firm's needs and business processes.

For more information, call us today at 630.572.1400, or visit our Web site at *www.interaction.com*

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