

## Business Account Management Strategies

### Organize Your Business Services into a “Level of Intensity” Model

It is recommended that, similar to the structure for job seekers, business services are organized into **core, intensive and enhanced/training service levels**. The benefits of doing this include:

1. **Emphasis:** Ability to focus limited resources on the most significant employers in the community – such as those identified within industry clusters targeted by your local WIB.
2. **System:** This model can be applied to the system as a whole, versus owned or associated with any one program.
3. **Staffing:** Once working as partners, staff can organize into certain specialties, such as information brokers serving a large scale of basic customers, and/or business consultants delivering intensive human resource services to premier customers.
4. **Targeting:** This is an additional strategic component to the overall targeting concept; with efficiency and effectiveness as the goal in a limited-resource environment.
5. **Marketing:** Organizing services into levels of intensity helps you organize your marketing approach. You can better identify what services to promote to what customer group, versus generic approaches.

### Organizing the Service Delivery Method

In addition, the method of service delivery is also related to both the account level and intensity of service, as demonstrated below in the table.

Account Level	Service Level	Method Featured
Basic	Core	Self help
Intermediate	Intensive and core	Group and self help
Premier	Core intensive and enhanced/training	One-on-one, group and self help

*Excerpted from “Strategies for Developing and Maintaining Relationships with Local Businesses” training session.*