

**Business Account Management Strategies**

**Establishing Levels of Service**

Sort both current and targeted new customers by the following criteria\* in order to establish and assign business customer account levels.

<b>Value</b>	<b>Criteria*</b>
1 pt	1. Business in one of the region’s <b>target industries</b>
1 pt	2. <b>Wage</b> for targeted occupation(s) is above average for the area
1 pt	3. <b>__ (#) full time</b> positions (at 1 site or multiple sites, treated as 1 account)
1 pt	4. <b>Growing</b> , as measured in number of jobs annually
1 pt	5. <b>Multiple occupations</b> on site, several of which match your center’s job seeker pool
1 pt	6. <b>Hiring volume</b> , not less than __ annually
1 pt	7. At least health care <b>benefits</b> , employer subsidized by at least __ percent
1 pt	8. Business supports <b>employee training</b> (i.e., offers tuition reimbursement, structured skill advancement training, OJT/customized training site)
1 pt	9. <b>Promotional opportunities</b> within company, or identified/structured career paths with income and skill advancement
1 pt	10. If high turnover, identify cause. Business gets point if <b>turnover leads to identifiable advancement opportunities.</b>

*\*Note: This model is adjusted by local areas based on local economic conditions and norms, such as size (number of positions), wage, hiring volume, or percentage of health care subsidy.*

**Three Levels of Service**

For most Business Reps, this scoring system can be applied based on common knowledge. Once businesses have been assigned a score, you can then sort them into account levels.

**Premier Accounts: Score between 8 – 10 points**

Businesses that meet multiple criteria on a targeting list, for example, they have high hiring volume, are in a key local industry, and have a variety of jobs that match our applicants.

**Intermediate Accounts: Score between 5 – 7 points**

Businesses that meet fewer targeting criterion, but are good businesses in terms of industry, hiring and/or benefits.

**Basic Accounts: Score less than 5 points.**

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