



CLIENT DEVELOPMENT

Following completion of the Associate Sales Academy, colleagues will transition to the Client Development Team.

Client Development's mission is to support WWT's goal of becoming a consultative, value-based technology leader by leveraging workforce transformation and developing the next generation of sales professionals, through the methodical and thoughtful management of the Client Development Associates, as they move from "Program to Production."

Program Objectives

Business

- Targets new logos for growth - Identify and research prospects
- Allows new Client Managers quicker paths to success - Faster onboarding and sales
- Increases speed of sales cycle - From qualification to sale to closure
- Expands business in existing accounts - Wider and deeper
- Increases efficiencies by developing a pre-sales process - Reduce the cost & time put into a sale

World Wide Technology

- Entry Level Sales - Creates a new, entry level position within the sales organization
- Staffing Plan - Creates a "staff funnel" for regions
- Diversity - Allows WWT to diversify hiring
- Sales Training - Participation in rigorous WWT sales-specific training
- Mentor - Assigned an experienced sales mentor

Regional Support

Client Development Supports the Goals of the Region:

- Align to new & current Client Managers/Executives
- Target net new logos
- Expansion in existing and transacting accounts
- Create and execute on 30/60/90 day plan

Examples of Support:

- Research accounts
- Account planning
- Build target lists of contacts
- Outbound prospecting
- Support of Marketing events
- Monitor digital activity
- Salesforce best practices & hygiene
- OEM networking & mapping

On-the-Job Training

Client Development Associates receive continued On-the-Job Training and mentorship from their regions to ensure they are continuing to grow and develop the skills necessary for a successful career in sales.

Expectations for On-the-Job Training:

- Inclusive - Part of core regional sales team
- Formal kick-off meeting - Review program/account goals, focus areas & CDA aspirations
- 90-day reviews - review 90-day goals and successes & establish next 90-day plan
- Exposure - Internal meetings and external meetings
- 1:1 Meeting with Client Executive - Regular cadence established to discuss strategy, progress and goals

Stages of Development

A Client Development Associate is expected to move through four stages of development:

- Observe - Become acquainted with team, observe customer calls, research OEMs & customers
- Participate - Begin prospecting, participate in customer and OEM calls, build OEM relationships
- Build Independence - Achieve metrics, engage in customer calls with support, build relationships with strategic customers
- Continued Development - Lead customer calls, continue to develop strong relationships with customers and OEMs.

Career Progression

There are a variety of opportunities for growth as a Client Development Associate. While some CDAs have progressed to different areas within WWT, others follow a more "typical" career progression outlined below.



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