**CSL Research Case Study**

**IBM Global Services**

Project: Identifying the Skills, Characteristics, and Strategies of High-Performing Account Managers

**Their challenge:** IBM sought insights into how high-performing IBM Global Services account managers effectively coordinate account teams that serve large customers to spur sales and profit growth.

**The approach:** The CSL conducted two in-depth research studies to identify the best practices of high-performing account managers and isolate the factors that define profitable customer engagements.

**The impact:** The CSL provided recommendations which helped IBM:
- Win accounts from key competitors
- Enhance their sales training program
- Improve their sales metrics
- Streamline their RFP process
- Expand their organizational linkage between key units