

Unlock Rapid Growth: Get your  
accounts out of maintenance  
mode

**ELEVATE**  
***TMSA* CONFERENCE**

June 11-13, 2023 | Savannah

# What would make it easier to grow current accounts?

- The right relationships
- Customers perception of us
- The right talent on our side
- Challenges operating the current business
- Price
- Other



**Luminaries**  
*Consulting*

We help logistics  
companies **get,**  
**keep,** and **grow**  
their ideal clients



# Our path for today

- Where might you be “locked”?
- How to identify your current accounts with the most upside
- Key processes and capabilities that unlock your account manager's potential
- The critical skills that enable account managers to grow their business

It pays to focus on **existing customers**

60-70%

5-20%

25-95%

5x

# What we see locking companies up



Drowning in ops



Leadership  
Band-Aid

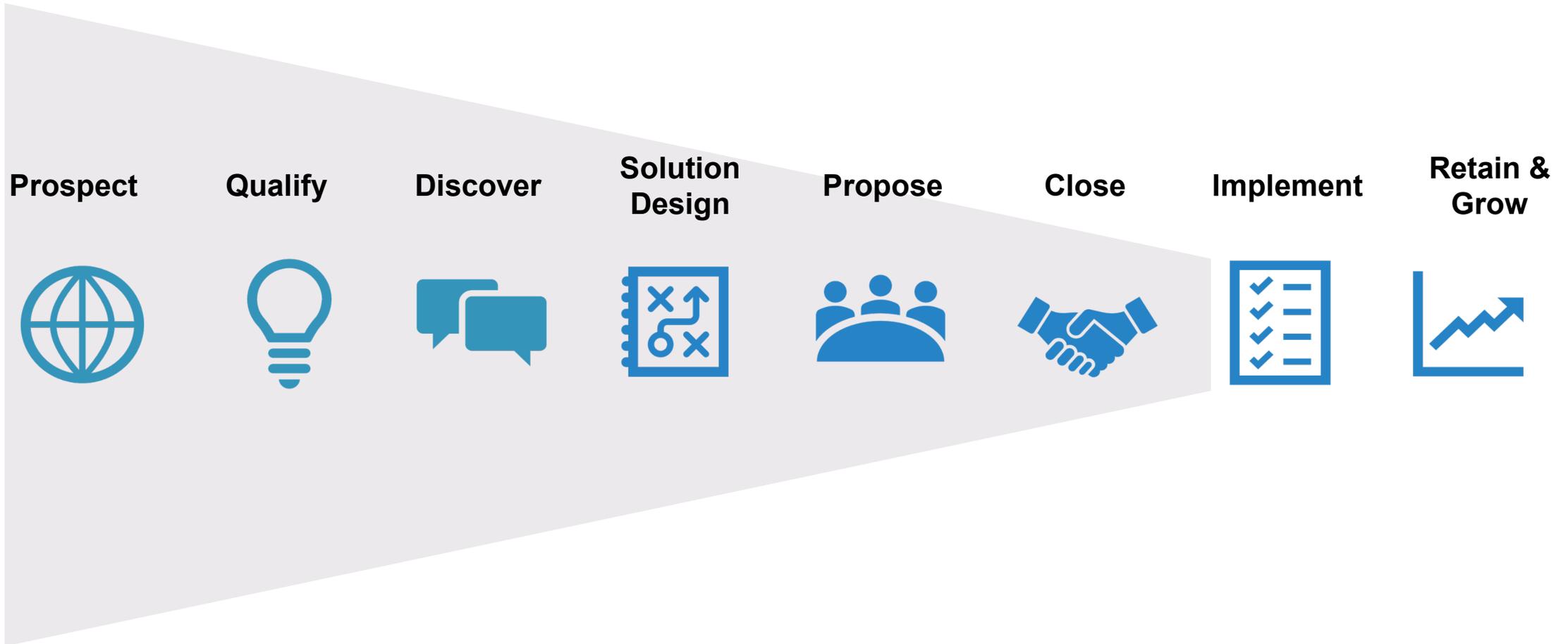


Hanging your  
hat on 1 contact

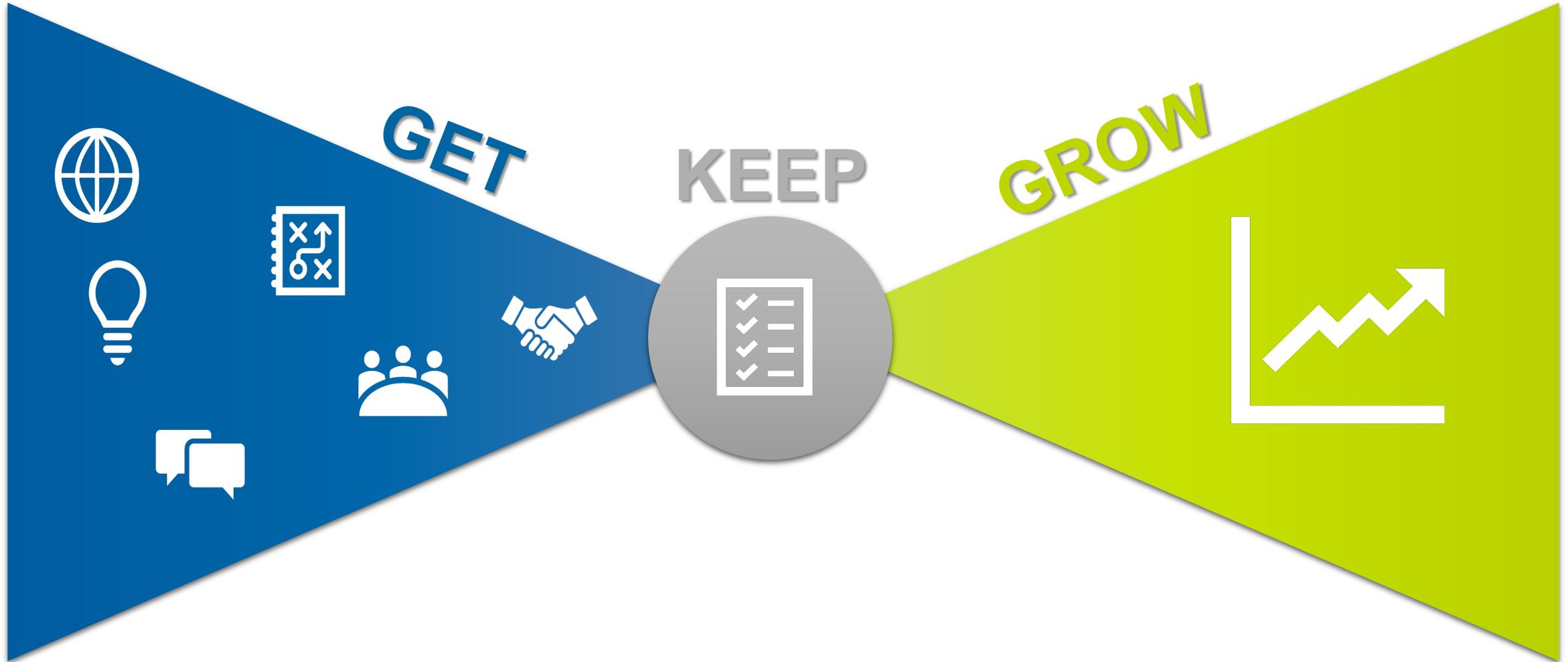


A fixed mindset

# Most companies have a sales process...



# But... then what?



# Think about your current customer list:

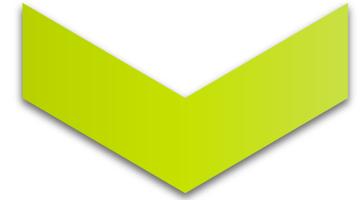
- Which customers can you not afford to lose?
- Do you know what's being done to make sure that doesn't happen?
- Would other leaders in your organization answer those questions the same way you did?

You can't service  
your way to growth



**Satisfaction**

**Loyalty**



**Retention**

**Growth**



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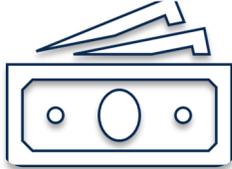
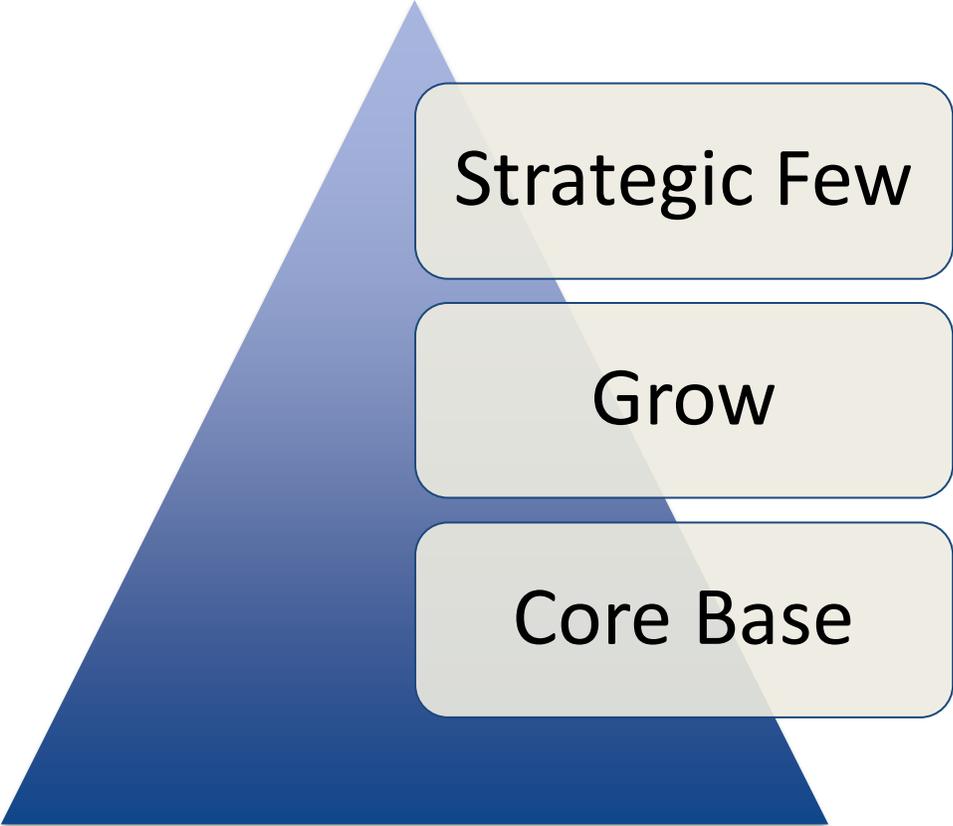
PLACE  
YOUR  
BETS



# Which did you actually use to decide?

- Volume
- Account revenue
- Account profit
- Partnership / relationship
- Growth potential
- Organization size
- Other

# Consistent Approach to Segmentation



# Our path for today

- Where might you be “locked”?
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- The critical skills that enable account managers to grow their business
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There is no wrong place to start



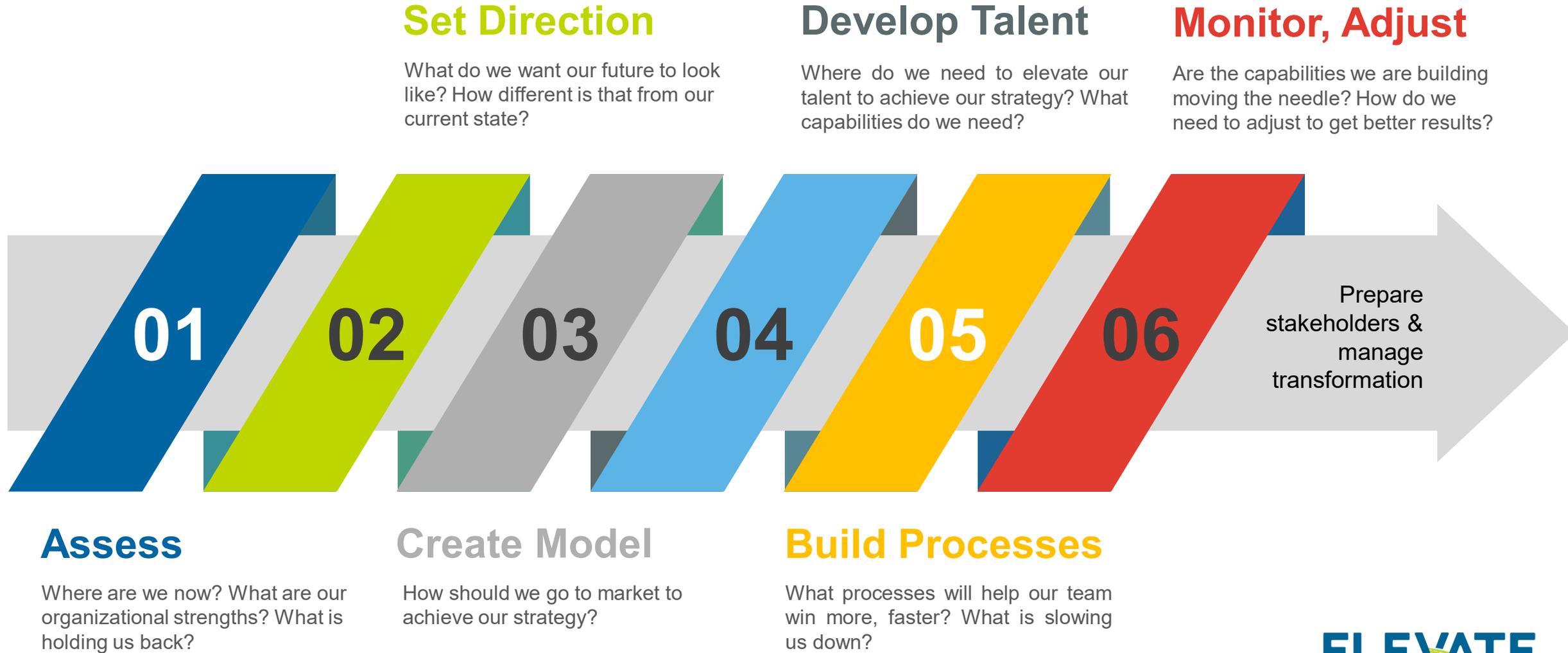
**Organizational Approach  
to Account Management**

**Segment Strategies**

**Specific Account Strategies**

# Growth Accelerator Process

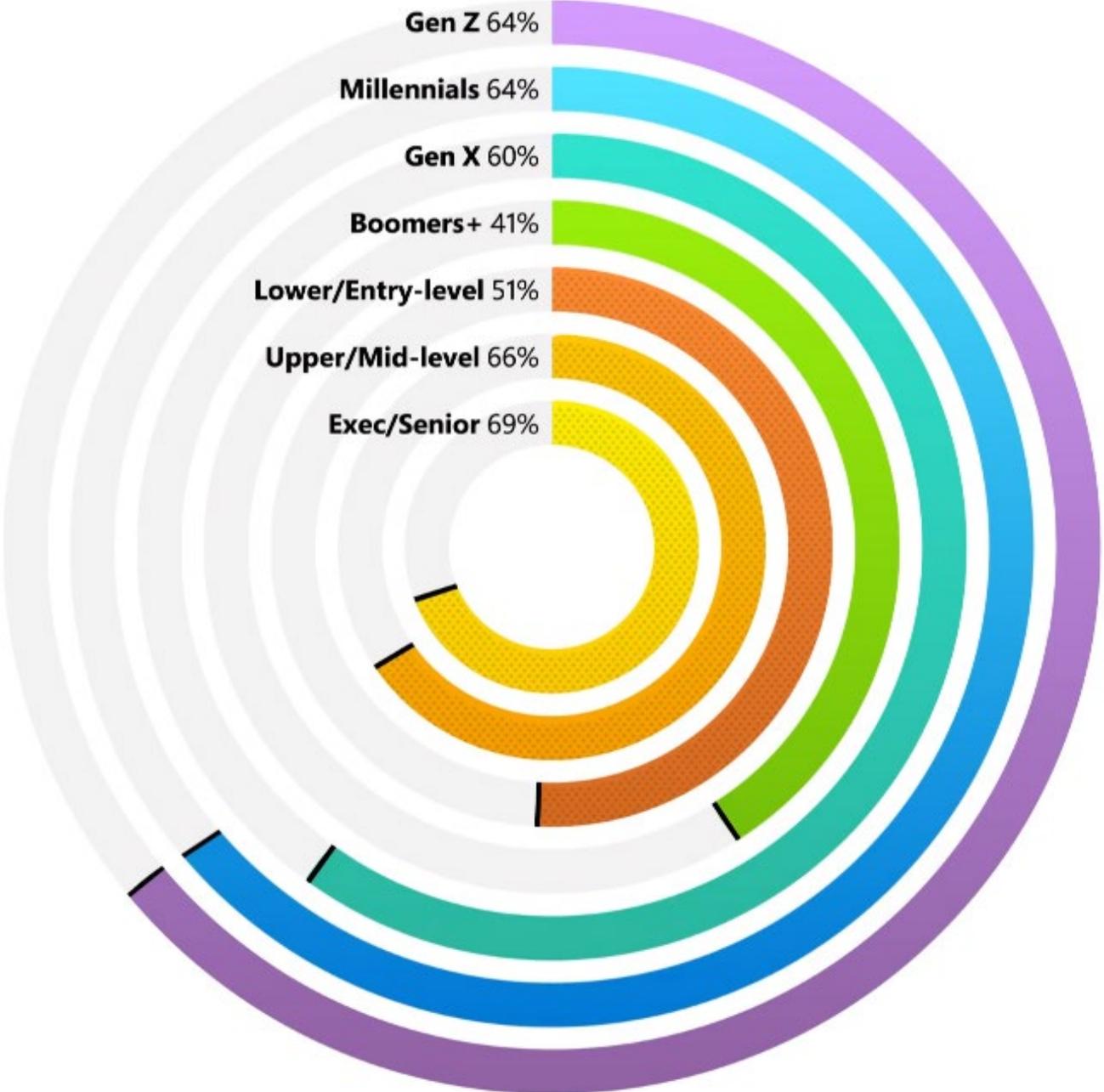
Your new approach won't survive your old ecosystem



# Effective Account Management takes certain skills

<b>Account Management (general)</b> mindset and practices are in place to provide a positive customer experience	<b>Action Orientated</b> by displaying achievement orientation and energy, initiating actions and demonstrating self-confidence	<b>Plan &amp; Manage Execution</b> through delegation, continuous improvement and problem resolution
<b>Strategic Thinking</b> by understanding the big picture and developing strategies	<b>Self-Management</b> by being adaptable, making sound decisions and managing conflict	<b>Influence &amp; Impact</b> by establishing personal credibility, building an internal network and creating customer advocates
<b>Customer Engagement</b> by building relationships, cultivating customers, and growing the business	<b>Effective Communication</b> by fostering open communication, speaking with impact, and listening attentively	<b>Results Focused</b> by creating accountability, allocating resources and driving for results

Many feel they need to leave to develop new skills



# Growth Account Acceleration Program (GAAP)



**30%**

growth achieved or exceeded by accounts involved



**72%**

account growth attributed to GAAP learnings



**ALL 9**

key areas of account management improved



**50%**

year 1 participants agreed to be mentors

# Transforming through high potentials

## 3PL Achieves 30% Growth in Nine Months from Account Manager Training Program

*Growth Account Acceleration Program Helps Leading Flatbed Freight Brokerage Transform from Provider to Partner*

### At a glance

To meet their growth goals, the logistics division of TMC Transportation partnered with Luminaries Consulting to implement a development fast-track for Account Management. Through learning, practice, feedback and application participants grew their selected accounts over 30% in 9 months.

### BACKGROUND

Des Moines-based, TMC Transportation is one of the world's leading transportation companies specializing in flatbed hauling. TMC's 50-year success story in asset-based hauling is founded in a culture of quality, integrity and training. As an employee-owned company, TMC has a strong culture of continuous career development and driver training in its trucking division. Recently a desire to create an equally robust training program in the logistics division responsible for brokerage took hold. Relatively new to the TMC organization, this division realized the opportunity to formalize processes that leveraged TMC's mission to unlock untapped potential in key brokerage accounts.

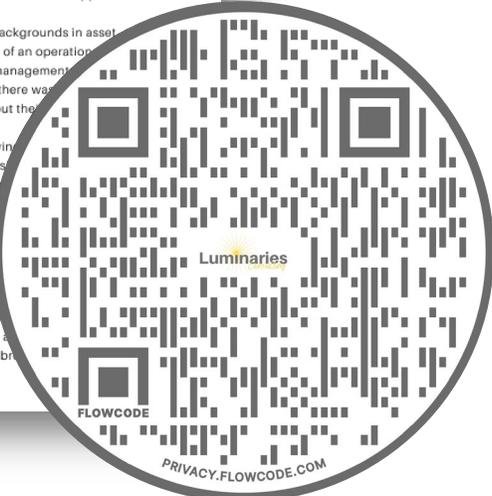
### CHALLENGE

It was all looking up for TMC. The logistics division was successful, but leadership knew there was an opportunity to do more than just managing operations and that there was potential for growth by being more sophisticated in their approach to account management. It's common for 3PLs with strong backgrounds in asset management to develop with more of an operational, executional approach to account management. This was showing. It was clear that there was a disconnect between the bone with all their customers, but they didn't know how to get to it. As a result, TMC's leaders were having to hire more account managers expand their business. Under 100 people, leaders were struggling to create a sustainable strategy. The brokerage group's leadership wanted to see growth within two to three years. "Brokerages grow fast in the industry and they are really quick. You have to form a strategy that needs to be sacred," Explains Mike. Training at TMC. "We needed to take a step back and train and how that works on the ground. It was about our company identity within our business."

### Key metrics

- 30%** Growth achieved or exceeded by accounts involved
- 72%** Account growth attributed to GAAP learnings
- ALL 9** Key areas of account management improved
- 50%** Year 1 participants who agreed to be mentors

**Luminaries Consulting**  
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[www.luminariesconsulting.com](http://www.luminariesconsulting.com)  
 Minneapolis, MN



# Account-level processes drive accountability

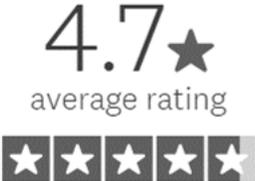
- Type of talent
- KPIs
- SOPs
- Relationship levels
- Sales expectations
- Business review cadence
- Planning expectations



# Don't just take it from us...

## Overall Customer Feedback

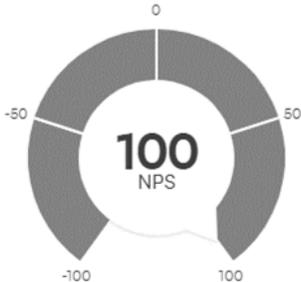
Satisfaction with  
**RESULTS**



Satisfaction with  
**EXPERIENCE**



How likely are  
you to  
**RECOMMEND?**



## Relevant Testimonials

“With Luminaries, you’re working with somebody who’s **in your industry**, who knows what you’re up against, who understands how people learn and who can tailor a program to the exact specifications you need.”

David Bennett, Vice President of Logistics at TMC Logistics

“(This) is confirmation for me in our decision to outsource this critically important session AND our chosen outsource partner. Thank you for the **quality of product** you are helping us build. This alone stands to have considerable **impact on how we face our customers**. I appreciate you and your work on this project!”

Gary Cornelius, VP Business Development, TCW ([Hear more directly from Gary](#))

Luminaries is extremely professional and **takes the time to learn my business**. They were able to then transform that knowledge into practical L&D courses that were relevant across my different departments.

Mark Yonker, VP Sales at BNSF Logistics

We help organizations **get, keep, and grow** their ideal clients



**Holly LaBoda**

**Luminaries**  
*Consulting*  
**We specialize in...**

- Logistics
- Sales
- Strategy
- Talent Development
- Change Management



**Sara Black**