

Target Account Selling

Account-Based Execution for Complex, Multi-Stakeholder Deals

Sales Methodology Guide · convinco.co

Overview

Target Account Selling (TAS) is an account-based methodology designed for complex B2B deals involving multiple stakeholders, long sales cycles, and high deal values. Originally developed by Target Marketing Systems and later popularized through tools like Salesforce's TAS integration, it treats each strategic account as its own market and requires deep organizational mapping, relationship management, and political navigation.

The methodology is particularly effective in enterprise sales where winning requires building consensus across economic buyers, technical evaluators, end users, and champions.

The Framework

Account Qualification

Rigorously qualify which accounts are worth the investment. Score on fit (size, industry, tech stack, strategic priorities) and propensity to buy.

Organizational Mapping

Build a detailed map of the account: who are the key stakeholders, what are their roles, what do they care about, and what are their relationships with each other?

Pain and Priority Analysis

At the account level (not just the contact level): what is the organization trying to achieve or avoid this year?

Relationship Strategy

Define a plan for each key stakeholder: who owns the relationship, what does engagement look like, and how do we move each person from neutral to supportive?

Competitive Positioning

Understand what the account uses today, who the incumbent is, and where you have differentiated advantage in this specific context.

Execution Plan

Build a multi-touch, multi-threaded execution plan across stakeholders, with defined milestones, activities, and owners.

How to Use on Sales Calls

Stakeholder Calls	Tailor every call to the specific stakeholder's role and priorities. Economic buyers get ROI conversations. Technical buyers get integration and security depth.
Multi-Threading	Never rely on a single contact. Schedule parallel conversations with multiple stakeholders. Map dependencies between them.
Consensus Building	Use your Champion to coach you on internal politics and to facilitate peer-to-peer conversations between your references and their colleagues.
Executive Alignment	Secure an exec-to-exec meeting early. One senior relationship can unlock an entire deal that's stalled at the middle-management level.

Pro Tips

- Build an account map in your CRM — relationships, influence, and political alignment.
- Review account plans weekly for top-tier targets. Most TAS failures are execution, not strategy.
- Identify the 'mobilizer' — the person inside the account who will drive the initiative forward.
- Invest in reference calls between your champion and similar customers at peer organizations.

Powered by Convinco — Your Invisible AI Sales Copilot

Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

Key Features

◆ Real-Time AI Guidance

Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

◆ RAG-Powered Knowledge Base

Upload your whitepapers, battle cards, pricing sheets, and case studies. Convinco instantly retrieves verified answers to complex technical questions mid-call.

◆ Objection Handling

Never freeze on a tough objection again. Convinco generates contextual, on-brand responses based on your playbook and the live conversation.

◆ Shadow Mode for Managers

Sales leaders can enforce their winning playbook across the entire team without joining every call. Scale coaching effortlessly.

◆ Post-Call Speech Analysis

After every call, get feedback on tone, filler words, pacing, and clarity — so every rep improves with every conversation.

◆ Cross-Platform Compatibility

Works with Zoom, Google Meet, Teams, and virtually any calling platform. Zero friction to get started.

Never freeze on a sales call again.

Equip your reps with an invisible, real-time AI sales copilot.

Start for free at convinco.co or book a demo at tally.so/r/eqYkZk