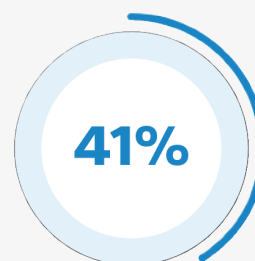


Grow Revenue in your Key Accounts

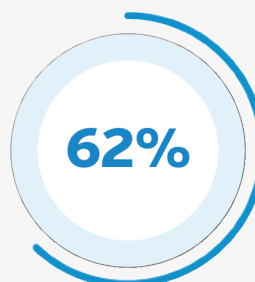
Account Manager enables sales people to deepen their understanding of the buyer's business pressures, goals and obstacles, uncovering hidden opportunities for mutual value. Our solution maps the 'white space' and political landscape, and then guides sales people to create and win new business in their key accounts.

Leveraging the Account Plan Test and Improve feature makes work actionable - aligning everyone on the revenue team to the needs of the customer. Progressive sales organizations employ account planning as a core part of their digital sales transformation strategy.

Account manager provides an intelligent framework for discovering, developing, and winning new business by putting the customer at the center of the sales process.



The increase in likelihood that sales organizations with defined account planning processes exceed their revenue targets.



The average deal size increase when selling to existing customers vs. new customers.

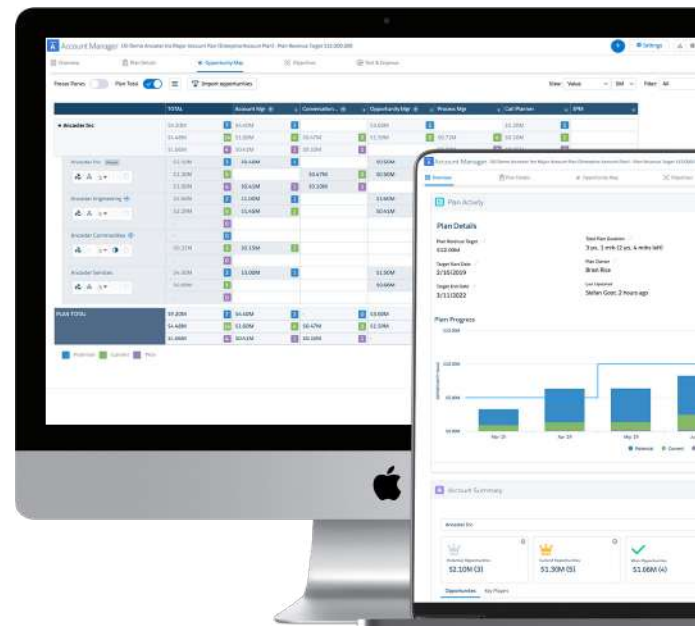


We've seen deeper conversations with our strategic customers from the account management perspective. We've also seen more cross-sell, selling different solutions into the same account.

Jane Freeman, VP New Business Sales, SDL

Successful Account Planning helps you...

- + Discover unresolved business problems
- + Align the revenue team with the customer's strategy
- + Gain executive access
- + Uncover white-space
- + Accelerate cross sells and up sells
- + Develop and win non-competitive deals
- + Understand the business value delivered
- + Foster greater customer loyalty and retention



Who We Work With



About Upland Software

Upland Software [Nasdaq: UPLD] is a leader in cloud-based enterprise work management software. Upland provides four enterprise cloud solution suites that enable more than one million users at over 9,000 accounts to win and engage customers, automate business operations, manage projects and IT costs, and share knowledge throughout the enterprise. All of Upland's solutions are backed by a 100 percent customer success commitment and the UplandOne platform, which puts customers at the center of everything we do.