

Great companies still struggle to grow customer relationships.

World class account management takes pattern recognition, creativity, and experience to "know what good looks like." Without these, even the best companies find themselves:

- Unable to reliably expand beyond initial customer contracts
- Stuck in "support mode" with key accounts that should be growing
- Talking more about "tickets" than strategy
- Surprised by non-renewals or worse: customer churn

PocketWater references a fly-fishing term that represents the hidden opportunities available to those with know-how.

We offer advisory and fractional services for growing companies to help you turn your existing client base into a durable engine for growth.



Mike Doyle, Founder

- **Pragmatic GTM leader** in roles across the "sales to delivery" spectrum: Chief Commercial Officer, Chief Client Officer, SVP of Professional Services for highly-successful publicly-traded and privately held (PE, VC) companies.
- **Deep healthcare industry experience** with 25-years of relationships and expertise in the provider and VBC spaces, specializing in data and analytics.



Diagnose

Quickly identify the missing and/or ineffective parts of your account management approach.



Improve

Increase revenue with targeted improvement of account management skills, behaviors, processes and tools.



Strategy

Develop your strategy for customer-driven growth. Identify your "true North" and plan for success.



Operate

Fractional Chief Customer Officer and account management leadership services for growing startups