

**ACCUCOMS TEAM IN
SPOTLIGHT:
ELSEVIER - EUROPEAN OFFICE**

November 2016

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TEAM INTRODUCTION



The Elsevier Team in the Dutch office consists of 2 Key Account Managers: **Ash Madar** for UK & Ireland and **Linda Granberg** for Scandinavia. Though handling different regions, Ash and Linda regularly work together on marketing ideas, how to best cooperate with colleagues at Elsevier and best practice on their sales approach and problem solving. They are assisted by a range of other colleagues at ACCUCOMS who offer sales and marketing support activities.

Ash has a LLM in Public International Law from Leiden University, and a LLB in Law & International Relations from the University of Sussex.

She joined Accucoms in July 2015 as a Key AM for Elsevier projects in Northern Europe.

Ash Madar

Key Account Manager Elsevier

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Linda joined ACCUCOMS in July 2015 as Key Account Manager for Scandinavia. Linda has a Bachelor of Economics degree and has worked in a number of countries such as Australia, England, Norway and now The Netherlands. She has a diverse job background working in hospitality, retail and the LED lighting industry. Linda speaks native Swedish, fluent English and is proficient in Dutch. She lives in The Netherlands since 2012, and when not at work she spends her time running in leafy forests and baking delicious sweet treats.

Linda Granberg

Key Account Manager Elsevier

linda@accucoms.com

GETTING TO KNOW....

UK & Ireland

Key Facts:

What is it? Part of the Northern Europe Agent project, this was added as a brand-new territory for the Accucoms portfolio in 2015.

Who works on the project? Ash Madar is the Key Account Manager, joining Accucoms shortly after the takeover of the new territory. Previously, Coen van der Wolf acted as Account Manager for Further Education (2-year) Colleges and Sales Support.

Who do we serve? 290+ Academic, Government and Society customers with headquarters in the United Kingdom and Ireland. With just 4 universities, roughly **one third of accounts** are UK Government departments and over **half of all accounts** are non-university academic institutions. Uniquely, a small but **significant 26 accounts are Society** customers – often with complicated, existing global commercial relationships with Elsevier.

What services do we provide? Working exclusively as Elsevier's Agent, Ash manages all aspects of business development, sales, licensing and marketing across a portfolio of Elsevier products ranging from subscriptions to the ScienceDirect platform, to cutting-edge research management tools such as SciVal.

Major Success

Q3, 2015

“Successfully negotiating with a new academic customer for their first move as full subscribers to ScienceDirect was both a high-point and a steep learning curve – a baptism of fire!”

A small academic institution ended its affiliation with a Russel Group university and received its own UK Higher Education status in 2013. By the summer of 2015, the institutions had completely decoupled their resources. The customer urgently needed to rebuild its own library completely with new licenses.



In 2014, the previous agents for this account had been unable to propose a package with the right content and value for the customer. Once the Elsevier project began for Accucoms in June 2015, we contacted the customer to follow up. It was the 15th June, and whilst the customer was still very keen to acquire a ScienceDirect license, they had an ultimatum – the new subscriptions had to be live by 1st September. The challenge had begun.

All the pricing proposals, 3 separate trials, negotiations, and the license had to be completed in 45 days. With a high level of support from Elsevier and Accucoms senior management, Ash got to work on building 4 separate, fool-proof proposals based on high-impact journals, Cell Press and ScienceDirect Collections.

The trials followed, as did weeks of daily negotiation on various journals packages and Society titles. There were several close calls – at one point, the library wanted to postpone licensing as it did not believe they would have access by the start of September. Calls were made to senior managers and IT teams, promises were put in black and white.



In the end, the deal was signed, sealed and delivered on 29th July 2015.

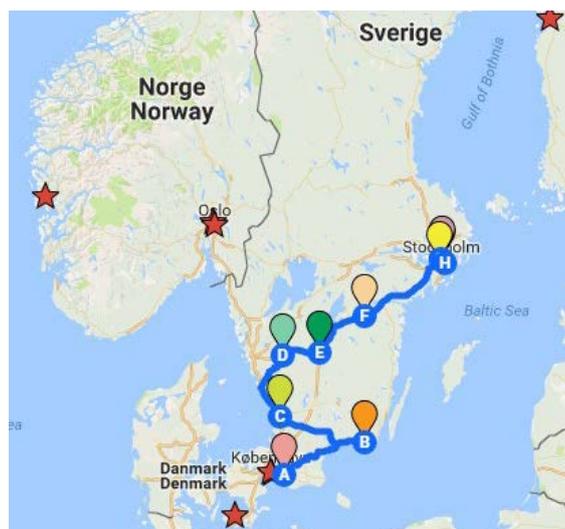
And, on the 22nd September, Ash visited the customer together with Simon Boisseau for the very first time.

It was a great ending to a colourful and challenging sale.

Road trip In Sweden

Linda Granberg

In May this year Linda travelled to Sweden to visit some of her most important customers, to help with the battle of sales in the ever shrinking library budget. With the great distances in Sweden renting a car was a must, Luckily Hertz upgraded from Renault to Volvo – safety first! 1400 kilometers (roughly 16 hours of driving) and 8 customer visits in 7 different cities were to be covered in 4 days. The journey started with the World Maritime University in Malmö (which doesn't have one single Swedish student!) and ended with the beautiful and interesting Swedish Parliament Library in Stockholm. So far in 2016 the visits of the road trip have resulted in 7 sales for journals, eBooks and databases.



Parliament Library in Stockholm



World Maritime University as her background



Old Town, a popular area in Stockholm near the Parliament Library

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