



THE SEVEN KEYS TO MANAGING STRATEGIC ACCOUNTS

- Build an effective strategic account management program
 - Manage and grow strategic accounts
 - Measure strategic account programs' effectiveness

SALLIE SHERMAN, JOSEPH SPERRY,
AND SAMUEL REESE

Seven Keys To Managing Strategic Accounts



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The Seven Keys to Managing Strategic Accounts Sallie Sherman, Joseph Sperry, Samuel Reese, 2003-04-29 Market proven strategies to generate competitive advantage by identifying and always taking care of your best customers The Seven Keys to Managing Strategic Accounts provides decision makers with a proactive program for profitably managing their largest most critical customers their strategic accounts Drawing on the expertise of S4 Consulting Inc a leading edge provider of strategic account consulting and Miller Heiman a global sales training leader serving many Fortune 500 companies this how to book shows how many of today's market leaders have learned to focus on their most profitable customers avoiding or overcoming common errors before they become relationship crippling disasters Placing its total focus on the design and implementation of cost effective strategic account management programs this hands on book provides A world class competency model for strategic account managers Techniques for developing a program to manage and grow co destiny relationships Examples and cases from Honeywell 3M and other leading corporations

The New Successful Large Account Management Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2006 With limited resources and increasing competition managing strategic accounts requires a focused strategy plan and process Developed collaboratively with world class sales forces the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships Damon Jones COO Miller Heiman Inc The Large Account Management Process has implemented a discipline that allows people to work together and communicate setting strategies and sales goals that benefit both our customers and our own company Joseph L Cash senior vice president of sales Equifax Corporation Miller Heiman's Large Account Management Process delivers a disciplined process for gathering the information required to really understand the trends impacting our largest clients This critical information defines the strategies that provide long term customer value and drive consistently superior business results Paul Wichman vice president and senior division sales manager Schwab Institution The New Successful Large Account Management now in its third edition is thoroughly revised and updated and takes into consideration recent changes in the industry This hard hitting and no nonsense book advises you how to best manage your most important business accounts The authors of the best selling books *The New Strategic Selling* and *The New Conceptual Selling* provide comprehensive and practical lessons that will help you to protect and improve your most crucial customer relationships By following their clearly defined and dynamic approach to the account planning process you will learn how to devise a strategic action plan to manage your key accounts manage them effectively and profitably build long term client relationships climb ahead of competitors and move your relationship up the buy sell hierarchy Whatever business you're in this excellent book shows you how to protect those crucial accounts that you can't afford to lose

Key-Account-Management Hans D. Sidow, 2013-11-11 Stark verkauft hoch gelobt aktuell erg nzt der Fachbuch Klassiker f rs Key Account Management Die Techniken Methoden und Strategien die Hans D Sidow in seinem Grundlagenwerk verr t

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