

Key Account Management And Planning The

Key Account Management Manage Globally, Sell Locally Successful Key Account Management In A Week Global Account Management Integrated Account Management Malcolm McDonald on Key Account Management Key Account Management The Seven Keys to Managing Strategic Accounts Mastering Account Management Successful Key Account Management in a Week: Teach Yourself The New Successful Large Account Management Key Account Management in Financial Services Key Account Management in a Week Account Management Key Account Management Introduction to Account Management Implementing Key Account Management Successful Global Account Management Key Account Management and Planning Key Account Management Diana Woodburn A. Lee Blackstone Grant Stewart Peter Cheverton Mark A. Peck Malcolm McDonald Peter Cheverton Sallie Sherman Dan Englander Grant Stewart Robert B. Miller Peter Cheverton Grant Stewart Gerard Blokdyk Joel Le Bon Javier Marcos Kevin Wilson Noel Capon Malcolm McDonald

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this book is crammed with distilled practical wisdom for key account managers and their directors organizations claiming to practise key account management should equip everyone involved with a copy so they really understand what they are

supposed to be doing anything less is just old fashioned selling developing successful business to business relationships with more customers in highly competitive markets requires processes and skills that go beyond traditional selling activity the very best state of the art strategies are set out clearly in this book by intentionally known authors who have worked at the highest levels with more key and strategic account managers worldwide than probably any other leading advisors based on the hugely influential key customers it looks at why has account management become so critical to commercial success what are the key challenges and how do successful companies respond what part does key account management play in strategic planning how do companies build profitable relationships with their customers how does key account management actually work what does a successful key account manager look like and what skills does he she need how should key account managers be evaluated and rewarded how do companies achieve key account management by addressing these key questions woodburn and mcdonald provide tools and processes for success honed by tough consultancy projects with the boards of some of the world s leading companies the book stresses the elements that really matter from developing a customer categorization system that really works and analyzing the needs of key accounts to understanding the new skills required by key account managers and ensuring that key account plans are implemented the real world approach is backed by tested principles and the latest research from the renowned cranfield school of management key account management comes from authors who have taught leading companies how to approach their most powerful and demanding customers and still make money it is essential reading for all senior management with strategic responsibility for key or strategic account directors and for marketing and sales executives the clear and authoritative approach also makes it an outstanding text for the serious mba and executive student as well as business to business company directors and key account managers

addresses the factors that make managing the account relationship different from territory management and offers tools to help the account manager measure success or position within the account outlines how a team approach can be used to successfully sell at all levels of the customer s organization book jacket

key account management just got easier this little book is a real gem professor malcolm mcdonald key account management is increasingly important and must keep pace with its customers as they continually develop and evolve often resulting in increasingly sophisticated buying structures the key account manager therefore requires a wide variety of skills in order to be successful this is not only an important job role in its own right it is often a stepping stone to career development leading to

more senior management jobs successful key account management in a week is a week long course on sunday you are encouraged to know your customer as success depends on a relationship that is both rewarding and valuable on monday you will analyse your growth opportunities the competitiveness of the company must be appraised to enable the identification of sales growth opportunities and all major accounts should be compared in appeal and position to give an indication of the strategy to be adopted for customers on tuesday you will measure profits by account you will be shown how to measure the profitability of major customers and to draw up league tables to enable profit improvement strategies on wednesday you will plan for success building on the analysis of growth opportunities and profit measurement already considered to result in a best judgement final plan on thursday you will learn to negotiate to win win success relies on understanding the difference between negotiation and selling and being able to conduct negotiations to produce a win win situation in which the objectives of both sides are considered on friday you will look at control activity levels and the monitoring of standards of performance to enable the presentation of plans and progress allowing the measurement of success against these plans and finally on saturday you are reminded to manage relationships with an introduction to the relationship model which describes how business with a customer changes as it moves from a transactional or short term sales achievement to collaboration with long term customer value and retention this little book is a real gem which you should read use and keep handy for continuous reference if you follow the straightforward guidelines in this book your company s future is assured professor malcolm mcdonald former professor of marketing and deputy director cranfield university school of management

the aim of the book is to highlight the significant challenges of global account management and to guide the reader through the process of decisions and actions required to make it a success global account management explores topics such as the critical success factors understanding the global buyer understanding the customer s decision making process making it happen structure and the persuasive process the global account plan and cultural diversity the implications of making the wrong decisions are enormous global account management is about deciding the fate of relationships with major customers committing a business to a series of significant investments and most importantly of all securing the future success of a company

this text features a proactive and personal approach that creates mutually beneficial customer relationships advice is given on how to select appropriate clients for the iam system how to hire and train an account management team and how to conduct

workshops to discover the needs of customers

malcolm mcdonald on key account management explores the challenges of winning retaining and developing key accounts key accounts are customers who help their suppliers grow and consequently they wield significant power although they are the key to market share and revenue growth the costs of serving key accounts can erode profitability unless they are thoroughly understood and managed malcolm mcdonald on key account management takes a step by step approach to presenting best practice in key account management whether your business is starting up or well established there is always more to discover about improving the way value is created between you and your most important customers malcolm mcdonald and beth rogers have spent over twenty years researching teaching and consulting on key account management and have condensed their knowledge into this book focusing on making it clear concise and easy to use

an organization s key accounts are its lifeblood key account management focuses on the long term investment of resources in customers that can offer an exceptional return on resources but which are the key accounts are they the ones growing the fastest the ones that are most financially secure or are they the ones that shout the loudest key account management puts forward a straightforward and effective planning methodology this fully updated 6th edition of key account management takes a long term team selling strategic view of the whole process from defining the customer to managing the relationship and achieving key supplier status with coverage of latest best practice including it s role in account management plus new case studies online supporting resources and a new section comparing how different industries markets approach key account management it stands alone as the premier book on managing key customers online resources include helpful templates guides for students and lecturers and self tests to ensure that best practice is being followed

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

you re up to 55 more likely to win business with an existing customer than with an outside prospect mastering account management is your blueprint for winning long term business with your highest potential buyers your customers from selling millions in high end video services and managing projects in the new york advertising world dan englander learned that most companies don t take the right steps to farm repeat business instead of focusing on time consuming lead generation tactics a replicable account management process will produce better and faster returns englander s 102 step guide will show you how to create one for your business learn what the top account managers do systematize repeat business achieve flexibility and freedom by keeping a barrier between sales and customer or client service build long term partnerships by prioritizing experience over output make life easier by leveraging new apps tools and high tech shortcuts maximize networking referrals mastering account management will give you the right framework for winning more deals delighting your customers and achieving peace of mind it s equal parts sales and customer service with a healthy sprinkling of technology those who enjoyed spin selling and the art of client service are sure to gain a lot from this book as will fans of the the 4 hour workweek order today and access a library of digital resources

key account management just got easier this little book is a real gem professor malcolm mcdonald key account management is increasingly important and must keep pace with its customers as they continually develop and evolve often resulting in increasingly sophisticated buying structures the key account manager therefore requires a wide variety of skills in order to be successful this is not only an important job role in its own right it is often a stepping stone to career development leading to more senior management jobs successful key account management in a week is a week long course on sunday you are encouraged to know your customer as success depends on a relationship that is both rewarding and valuable on monday you will analyse your growth opportunities the competitiveness of the company must be appraised to enable the identification of sales growth opportunities and all major accounts should be compared in appeal and position to give an indication of the strategy to be adopted for customers on tuesday you will measure profits by account you will be shown how to measure the profitability of major customers and to draw up league tables to enable profit improvement strategies on wednesday you will

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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

peter cheverton s key account management 3rd edition 2004 has established itself as the leading book on the subject the idea for this new book was prompted by the huge up take for his kam masterclass seminars and workshops from sales and marketing people in fs companies all over the world it follows a similar structure to the original book but offers specific advice on marketing and selling financial products with real world examples and case studies from fs companies around the globe compiled from original in depth research and interviews the book is divided into seven parts and is designed to take the reader through the process of understanding analysis planning implementation and performance monitoring so it can be used as a before during and after guide to practical implementation with areas covered such as the changing environment in financial services the buying process competitor replacement strategies identifying key accounts meeting the customer s needs e commerce and the internet and management of non key accounts this book is a must have for anyone working or studying in this field

key account management is central to any company s sales and marketing strategy on average 20 of customers create almost 80 of overall revenue this book is a guide to winning and maintaining profitable and trusted relationships with key customers

when was the account management start date who will be responsible for making the decisions to include or exclude requested changes once account management is underway how do we keep improving account management what other jobs or tasks affect the performance of the steps in the account management process is the account management scope manageable defining designing creating and implementing a process to solve a challenge or meet an objective is the most valuable role in every group company organization and department unless you are talking a one time single use project there should be a process whether that process is managed and implemented by humans ai or a combination of the two it needs to be designed by someone with a complex enough perspective to ask the right questions someone capable of asking the right questions and step back and say what are we really trying to accomplish here and is there a different way to look at it this self assessment empowers people to do just that whether their title is entrepreneur manager consultant vice president cxo etc they are the people who rule the future they are the person who asks the right questions to make account management investments work better this account management all inclusive self assessment enables you to be that person all the tools you need to an in

depth account management self assessment featuring 717 new and updated case based questions organized into seven core areas of process design this self assessment will help you identify areas in which account management improvements can be made in using the questions you will be better able to diagnose account management projects initiatives organizations businesses and processes using accepted diagnostic standards and practices implement evidence based best practice strategies aligned with overall goals integrate recent advances in account management and process design strategies into practice according to best practice guidelines using a self assessment tool known as the account management scorecard you will develop a clear picture of which account management areas need attention your purchase includes access details to the account management self assessment dashboard download which gives you your dynamically prioritized projects ready tool and shows your organization exactly what to do next your exclusive instant access details can be found in your book

now more than ever companies are faced with a critical and challenging truth today s customer is demanding more attention superior service and the expertise of a dedicated sales team suppliers must make dif cult choices to determine how to allocate limited resources including which customers receive the highest level of service increasingly supply side organizations are working to design and implement key account programs to meet or exceed these expectations key account management is a specific business strategy that involves complex sales processes large scale negotiations and the alignment of multiple internal and external stakeholders this multi pronged process is anything but straightforward and the business world is filled with examples of key account programs that have not achieved the expected results this book addresses the strategic challenges facing top executives and sales leaders as they build strategies to better manage their key accounts by leveraging up to date research testimonials drawn from interviews with experienced practitioners best practices of successful companies along with straightforward practical guide lines for executives and sales leaders this book can serve as an instruction manual and toolbox for organizations working to achieve success through their key account strategies to meet the demand of their key customers

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implementing key account management is a highly practical handbook that guides readers through the realities of rolling out a functional key account management programme the book offers an integrated framework for key account management kam that businesses can use to design or further develop strategic customer management programmes enabling them to overcome the obstacles that organizations often face when rolling out their strategies bringing together the experiences of leading experts within this field implementing key account management draws on two decades of research and best practice from cranfield university school of management one of the foremost centres for researcher and thought leadership in kam between them the authors have designed and delivered programmes globally for clients such as rolls royce unilever vodafone the economist and many more rigorously researched well grounded and practical this book is quite simply the definitive go to resource for implementing key account management programmes

based on a major global research study into global account management gam successful global account managment shows companies how to adopt a radically different approach to dealing with their key accounts to operate as truly global suppliers

the vastly increased level of competitive intensity faced by corporations and the increased costs of selling have radically changed the nature of the traditional selling process key or strategic accounts have now become a company s most important asset in some cases supplying in excess of 80 percent of a firm s revenues here in one powerful volume key account management expert noel capon provides the most comprehensive treatment of key account management and planning yet published for the first time capon introduces his breakthrough four part congruence model of key account management a new thoroughly researched approach to optimally managing your key account portfolio first the author shows how to select and conceptualize the key account portfolio second how to organize and manage key accounts third how to recruit select train retain and reward key account managers and fourth how to formulate and execute strategy and issues of coordination and control this congruence model serves as a backdrop as capon takes the reader step by step through the vital functions of key

account management including identifying key account criteria considering the threats and opportunities for the key account and understanding the roles and responsibilities of critical players capon backs up his points with extensive research real life stories of successes and failures at a variety of companies and clarifying figures special chapters are devoted to partnering with key accounts and in depth information on global key account management an increasingly important weapon for staying ahead of the competition timely important and essential key account management and planning is the only reference handbook those with key account responsibilities will ever need

key account management is a natural development of customer focus and relationship marketing in business to business markets it offers critical benefits and opportunities for profit enhancement to both sides of the seller buyer dyad based on extensive and unique research by cranfield school of management key account management presents a new framework for understanding the development of key account relationships it incorporates a comprehensive guide to the current practice of key account management and comments on the challenges for the future of key account management practice the research was based on in depth interviews with key account managers their managers and their main contacts in the customer organization addresses one of the key new areas in strategic marketing practice ideal for practitioners and students based on the unique expertise of the cranfield marketing faculty

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