

SUCCESSFUL GLOBAL ACCOUNT MANAGEMENT

Key strategies and tools
for managing global customers

Kevin Wilson & Nick Speare
with **Sam Reese**

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Successful Global Account Management Key Strategies And Tools For Managing Global Customers

George S. Yip, Audrey J. M. Bink



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Successful Global Account Management Kevin Wilson, Nick Speare, Samuel J. Reese, 2002 Based on a major global research study into Global Account Management GAM **Successful Global Account Management** shows companies how to adopt a radically different approach to dealing with their key accounts to operate as truly global suppliers

Successful Global Account Management Kevin Wilson, 2002

Managing Global Customers George S. Yip, Audrey J. M. Bink, 2007-09-06

Multinational companies need to manage their relationships with multinational customers with a globally integrated approach This book provides a systematic framework for developing and implementing such global customer management programs It draws on in depth research at over 20 major U S and European multinational companies such as ABB Bechtel BP Bosch British Airways Carrefour Daimler Chrysler Hewlett Packard HSBC IBM Schlumberger Shell Siemens Tesco Unilever Vodafone Wal Mart and Xerox Readers will learn how to think about managing global customers in the context of their overall global strategy develop effective global customer management programs overcome barriers to implementation and success build better relationships with important customers get the entire company to engage with managing global customers This book takes a strategic total business and not just sales approach to managing global customers It also takes a customer as well as a supplier perspective The book provides guidance on both strategy and implementation Yip and Bink's **Managing Global Customers** takes a systematic and logic driven approach yet provides many creative insights and practical advice **Managing Global Customers** highlights the rewards of taking a step beyond global account management to create a Global Customer Management approach integrating globally all aspects of the relationship between supplier and customer The book gives a framework that guides international companies in using their relationships with global customers to their full potential George Yip author of the widely praised *Total Global Strategy* and Audrey Bink tackle in depth one of the most important aspects of global strategy How to manage global customers

International Management in Service Firms Dirk Klimkeit, Pengji Wang, Huiping Zhang, 2024-05-22 This textbook examines how service firms manage their international operations For the first time it brings together insights from the fragmented literature on this subject into an accessible textbook Further it is unique in its focus on service firms internationalization and international management Beginning with an overview of the international environment in which service firms operate it subsequently describes multinational service firms and their internationalization processes strategies and organization Unlike most texts on international services the book goes beyond internationalization to address the ongoing management of service firms It not only addresses functions such as global service marketing financial management and human resource management but also discusses aspects such as global account management global service delivery and international project management as well as the topical issue of managing distributed virtual teams A dedicated chapter focuses on offshore shared services and business process outsourcing These chapters are complemented by a discussion on international corporate governance and corporate social

responsibility The book is intended for students preparing for international careers in the service sector Each chapter includes case studies illustrations highlighted definitions a chapter summary and exercises

Selling Transformed Philip Squire, 2020-12-03 Learn how to develop the values proven to boost sales performance to ensure customers choose you over the competition in today's crowded marketplace For years sales people have struggled with clichéd views of how they sell while at the same time customers have become more sophisticated and discerning stopping off at different or unconventional places in the sales funnel The result is that the technique of sales people controlling the sales conversation and learning how to influence the customer no longer works Selling Transformed introduces the new world of selling and addresses the reasons why sales people are so poorly perceived Selling Transformed provides fresh tangible ideas on how to develop better sales practices Focusing as much on the customers as on the sellers it explains key theories of selling effectively and introduces four proven strategies that are based on the values customers look for in sales people authenticity client centricity proactive creativity and being tactfully audacious Explaining what customers look for in sales people and advising on how to develop and deliver these values this is a new type of sales manual guaranteed to improve sales performance

Mastering the World of Selling Eric Taylor, David Riklan, 2010-07-30 Of the 17 million people in the U S who are involved directly or indirectly in sales many repeatedly acknowledge facing four major challenges No prior sales education or training Lack of formalized sales training resources and methodologies provided by their companies Due to the recession and downsizing era lack of 12-18 month professional sales training for new hires provided by Fortune 500 companies A consistent struggle to keep their sales force distributors manufacturers reps and affiliates motivated and focused on effectively selling their products and services Mastering the World of Selling helps companies and entrepreneurs overcome these four major obstacles with candid advice and winning strategies from the leading sales trainers and training companies in the world

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A Dynamic Capability Approach to Global Account Management Linda Hui Shi, 2005

Key Account Management in Financial Services Peter Cheverton, 2004 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 uptake 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

Managing Customer Experiences in an Omnichannel World Taşkın Dirsehan, 2020-11-26 Managing Customer Experiences in an Omnichannel World explores how organizations integrating both the physical and virtual environments for consumers will enable them to effectively manage the customer experience

The Business Enterprise Handbook Colin Barrow, Robert Brown, Liz Clarke, 2004 About this book Introduction 1 Pt 1 Where are we now 7 1 Your mission 15 2 Opportunities and threats 23 3 Strengths and weaknesses 38 4 The financial position 57 5 How to diagnose your organisation 97 6 Assessing people structure and systems 114 Pt 2 Where are we going 143 7 Marketing options 147 8 Marketing strategy focus and priorities 152 9 Choosing between alternatives 162 10 Financing growth 178 11 Acquisitions mergers joint ventures and divestments 219 12 Visionary leadership 238 Pt 3 How will we get there 253 13 The marketing plan 257 14 The people plan 270 15 Managing change 285 16 The financial plan 302 17 Writing and presenting your business plan 322 18 Exit routes 337 References 352 Index 354 Index of advertisers 356

Perspectives and Techniques for Improving Information Technology Project Management Wang, John, 2013-01-31 Perspectives and Techniques for Improving Information Technology Project Management discusses the variety of information systems and how it can improve project management and likewise how project management can affect the growth of information systems Using new frameworks technologies and methods this comprehensive collection is useful for professionals researchers and software developers interested in learning more on this emerging field

Sales Management Paolo Guenzi, Susi Geiger, 2017-09-16 Sales Management offers a global perspective on the opportunities and issues facing today's sales managers Current textbooks have failed to move beyond the US context Sales Management provides unique access to European and international experts with globally relevant case studies

Software Engineering Methods Design and Application Radek Silhavy, Petr Silhavy, 2024-10-22 This book dives into

contemporary research methodologies emphasising the innovative use of machine learning and statistical techniques in software engineering Exploring software engineering and its integration into system engineering is pivotal in advancing computer science research It features the carefully reviewed proceedings of the Software Engineering Research in System Science session of the 13th Computer Science Online Conference 2024 CSOC 2024 held virtually in April 2024 **Global Plant Invasions** David R. Clements, Mahesh K. Upadhyaya, Srijana Joshi, Anil Shrestha, 2022-04-18 Invasive species have inspired concern for many reasons including economic and environmental impacts in specific jurisdictions within particular countries However it is apparent that for some invasive plant species political borders offer only weak barriers because these species have succeeded in invading many countries emerging as threats at a global level With this level of threat a number of books on invasive plants and invasive species in general have been published in recent years but none explicitly provides global coverage perhaps because it is only recently that the full geographical economic and environmental implications of widespread spread and adaptive nature of these particular invasive plants have been recognized We plan to make this volume unique by profiling plant invasions in explicitly geographical contexts on the world continents Chapters 5 11 as well as islands Chapter 12 and mountains Chapter 13 This global approach is supported by an overview of invasion biology and recent advances Chapter 1 and how different communities differ in invasibility Chapter 2 Global factors influencing invasion are introduced in Chapter 3 globalized trade and Chapter 4 climate change Key species are profiled through geographic treatments continent by continent Chapters 5 11 and for islands Chapter 12 and mountains Chapter 13 The impact of invasive plants is highlighted in Chapter 14 both in biotic and economic terms partly to counter the tendency for the young field of invasion biology to rely too much on anecdotal evidence This chapters is also designed to bring home the message that these are serious problems that must be dealt with as covered in the subsequent chapters The book concludes with three chapters casting light on solutions to the many problems described in the rest of the volume Chapter 15 features new innovative technologies that are being developed to monitor and manage invasive plants and Chapter 16 presents comprehensive strategies for public education and implementation of management on local and global scales Chapter 17 describes different future scenarios depending on current trends in plant invasion and its management just as climate change predictions employ various scenarios to project the future The future is very much up to us as humanity grapples with the question of how best to strategically meet the problems of global invasive plant problems that we ourselves have created that is further challenged by a changing climate We are confident that this book will be of interest to invasion biologists resource managers and the legion of others who must deal with these invasive plants across the globe on a daily basis **Sales Management** Bill Donaldson, Javier Marcos Cuevas, Régis Lemmens, 2017-09-16 This is a core textbook that provides a practical and comprehensive introduction to selling and sales management Packed full of insightful real world case studies the fourth edition of this highly successful text has been fully updated and revised throughout to provide a truly

contemporary overview of the discipline This textbook offers a unique blend of academic rigour and practical focus based on the authors invaluable combination of industry experience expertise in sales consultancy and years of teaching and research in sales Accessibly divided into three parts Strategy Process and Practice it presents a wide range of topics such as ethical issues in sales key account management international sales recruitment and compensation and rewards Sales Management is the definitive text for undergraduate postgraduate and MBA students of selling and sales management New to this Edition New chapters on Defining and Implementing Sales Strategies and Key Account Management New case studies vignettes questions for reflection and statistics added throughout the text An increased emphasis on the practical approaches to professional selling Insightful interviews with sales professionals sharing their experience and insights at the end of some chapters

Forthcoming Books Rose Arny,2002-02 **Key Account Plans** Lynette Ryals,Malcolm McDonald,2010-05-14

To manage key accounts profitably you need strategic planning that works This book is the definitive guide to achieving this based on the unmatched practical and research experience of Ryals and McDonald Key Account Management is proven to deliver substantial benefits to the bottom line Best practice companies know that real results from managing powerful customers are not achieved through short term cost cutting Instead as the best companies understand it depends on fostering carefully developed and profitably managed relationships with an equally carefully selected group of key accounts This is a genuinely strategic activity that goes well beyond sales management and the simplistic use of budgets to generate targets It is about the behaviours and practices that make predictable profitable and sustainable Key Account Management possible To achieve this the book is constructed to deliver Clear descriptions of the various techniques and the reason for their importance A hugely powerful step by step approach to using the key techniques to build strategic skills Templates for building real plans Cases examples and vignettes to show best real world practice Based on wide application in the business world and the world class research at Cranfield Management School this book will be an essential introduction to the principles and reality of Strategic Key Account Planning For senior managers key account managers at all levels as well as those on executive and MBA courses it will be an essential guide and text

EBOOK: Cost Management: Strategies for Business Decisions, International Edition Marc Wouters, Frank Selto, Ronald Hilton, Michael Maher, 2012-07-16 This book is an adaptation of the successful US text Cost Management by Hilton Maher and Selto written specifically for an international audience Major improvements include Diverse and truly international examples of organizations Examples used throughout the book are from all over the world and represent manufacturing retail not for profit and service firms in many different countries Completely restructured and rewritten text The book has been rewritten restructured and also shortened significantly to align content closer with international courses Integral use of spreadsheets Spreadsheet software is used for explaining techniques and making applications more realistic In depth research Summaries of international research studies that address important cost management issues have been updated and more references to recent research findings have

been added Intuitive explanation of accounting The authors show directly how events impact the balance sheet and profit and loss account

The Customer Success Professional's Handbook Ashvin Vaidyanathan, Ruben Rabago, 2020-01-14 The definitive Customer Success Manager How To Guide for the CSM profession from Gainsight who brought you the market leading Customer Success The Customer Success Manager has become a critical asset to organizations across the business landscape As the subscription model has spread from the cloud and SaaS to more sectors of the economy that pivotal role will only grow in importance That s because if you want to compete and thrive in this new environment you need to put the customer at the center of your strategy You need to recognize you re no longer selling just a product You re selling an outcome Customer Success Managers CSM are committed to capturing and delivering those outcomes by listening to their customers understanding their needs and adapting products and services to drive success Although several existing resources address the customer success imperative there is no authoritative instruction manual for the CSM profession until now The Customer Success Professional s Handbook is the definitive reference book for CSMs and similar roles in the field This practical first of its kind manual fills a significant gap in professional customer success literature providing the knowledge every CSM needs to succeed from the practitioner level all the way to senior leadership The authors acknowledged experts in building training and managing Customer Success teams offer real world guidance and practical advice for aspiring and experienced CSMs alike The handbook is written by practioners for practioners An indispensable resource for front line Customer Success Managers this much needed book Demonstrates how to build implement and manage a Customer Success team Helps new CSMs develop their skills and proficiency to be more employable and grow in their careers Provides clear guidance for managers on how to hire a stellar CSM Presents practical tactics needed to drive revenue growth during renewal expansion and customer advocacy opportunities Explains proven methods and strategies for mentoring CSMs throughout their careers Offers valuable insights from Gainsight the Customer Success Company and the broader customer success community with more than a dozen of the industry s most respected leaders contributing their perspectives Currently with over 70 000 open positions Customer Success Manager in one of the fastest growing jobs in the world The Customer Success Professional s Handbook How to Thrive in One of the World s Fastest Growing Careers While Driving Growth For Your Company will prove to be your go to manual throughout every stage of your CSM career

Supply Chain Transformation: A Leadership Journey Nitin Agarwal Prof. Punit Goel, 2025-02-02 The supply chain is the backbone of every business intricately connecting people processes and technology to deliver value In today s globalized and rapidly evolving world supply chain leaders face unprecedented challenges from navigating disruptions and managing sustainability to leveraging emerging technologies like artificial intelligence and blockchain To thrive transformation is not optional it is imperative Supply Chain Transformation A Leadership Journey is a guide for leaders who aspire to reimagine their supply chains as dynamic resilient and value driven systems This book is not just about tools and strategies it is about leadership

about fostering a vision for transformation and empowering teams to execute it Throughout these pages you ll explore the principles and practices that drive meaningful change From defining a clear transformation roadmap to building agility enhancing transparency and embracing digital innovation this book provides actionable insights and real world examples to inspire leaders at every stage of the supply chain journey This is a story of evolution where leadership meets technology strategy intersects with execution and challenges become opportunities for growth Whether you are an executive a supply chain professional or an aspiring leader this book offers a blueprint for navigating complexity and achieving sustainable success in a world where change is constant Let this book be your companion as you embark on the transformative journey of building the supply chains of the future chains that are not just efficient but also adaptable ethical and forward thinking Welcome to your leadership journey in supply chain transformation Authors

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