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How to hold on to
your most important
customers and turn them
into long-term assets

Successful Large Account Management

2nd Edition



Successful Large Account Management

Apurva Chamaria, Gaurav Kakkar



Successful Large Account Management:

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

Successful Large Account Management Robert Bruce Miller, Stephen E. Heiman, Tad Tuleja, 1991 Designed to provide salespeople with a clearly defined approach to the account planning process which will benefit their effective management of key customers The ideas put forward in the text are based on the authors sales training programme LAMP Large Account Management Programme The reader is taught how to implement an action plan for the management of a key account how to manage limited resources how to build long term relationships with clients and how to identify the right contacts and activate proper channels of communication

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

The 5 Paths to Persuasion Robert B. Miller, Gary A. Williams, Alden M. Hayashi, 2007 To succeed in today s business world of tough and fast decision makers how a statement is made can be more important than what it says Even the best ideas face resistance and rejection as all too often people make the mistake of focusing solely on the content of their proposal and giving little thought to the way they will deliver it In a two year survey customer research

experts Miller and Williams studied 1 700 executives and discovered that good ideas are not enough to make any sort of impact they must be delivered effectively They reveal the five different types of decision maker including Charismatics Thinkers Sceptics Followers and Controllers and show how to best sell ideas to each Whether it be a proposal or a business plan The 5 Paths to Persuasion unlocks the secrets of persuasion necessary to present any kind of idea successfully

Successful Large Account Management Robert Bruce Miller, Stephen E. Heiman, Tad Tuleja, 2004 Praise and Reviews We are now in the account knowledge era The LAMP process helps us to recognise it and that s the start Brian Cates former Senior Sales Training Consultant Digital Equipment of Canada Ltd LAMP provides a methodology that allows us to identify and manage clients more effectively Tom Beyer former Vice Chairman Management Consulting Services PricewaterhouseCoopers The book that shows how to keep your most important customers Whatever your company s sales revenue chances are that at least half of it comes from a few crucial accounts So what does it take to keep them going strong Successful Large Account Management will show you how The authors of the best selling books The New Strategic Selling and The New Conceptual Selling have now put together a hard hitting no nonsense book describing the unique process that will help to improve your most important business relationships By following their clearly defined and dynamic approach to the account planning process you will learn how to devise a strategic action plan for managing your key accounts manage them effectively and profitably build long term relationships with clients improve competitive positions in important accounts move your relationship up the buy sell hierarchy Whatever business you re in whatever its size Successful Large Account Management shows you how to protect those crucial accounts that you can t afford to lose The Miller Heiman Large Account Management Programme LAMP is used successfully by some of the world s largest companies

The New Successful Large Account Management Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2011 Protect and strengthen key accounts with this hard hitting no nonsense guide to managing important business relationships

Successful Large Account Management Robert B. Miller, 1996

Key Account Management and Planning Noel Capon, 2002-06-15 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 *The New Successful Large Account Management* Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2005-04-20 For the Accounts You Can't Afford to Lose The Strategies that Will Keep Your Customers Coming Back Whether your company has 50 000 or 5 million in sales chances are that at least half of your revenue comes from a few crucial accounts What does it take to keep them going strong The authors of The New Strategic Selling and The New Conceptual Selling present a hard hitting no nonsense book of techniques to improve your most important business relationships Updated with recent examples of actual success stories this new edition explores how online click speeds have resulted in highly sophisticated customers who expect all services to be done in real time Discover The Long View Studying and really understanding your company and your customer's business can mean years of selling success Lamp Strategies Activate a Large Account Management Process strategy to turn your best customers into permanent external assets Trends and Market Forces Constantly identify and reappraise the conditions that can make your services more crucial than ever Channels of Communication The right contacts and communication lines will help you make key changes before it's too late **Handbook of Strategic Account Management** Diana Woodburn, Kevin Wilson, 2014-03-17 A compilation of the established knowledge in strategic account management While companies and academics expend tremendous effort on mass marketing they often overlook their immediate customers which are critical in both senses and hence the importance of strategic account management SAM This handbook is a compilation of papers that present researched knowledge of SAM across the academic community which fills a void in the existing academic literature Handbook of Strategic Account Management identifies drivers of the SAM approach key issues and success factors operational needs and areas still awaiting exploration Each paper includes an overall referenced summary of the tenets of SAM relevant to the area it reports and together with the combined list of references it creates an indispensable resource for academic readers students and researchers Handbook of Strategic Account Management is written by over 40 knowledgeable experts with substantial experience of SAM from teaching researching writing and advising companies on why and how it works spread widely across Europe and the US It represents the balanced researched body of knowledge in SAM and will be an invaluable resource to anyone exploring the approach whether for a student thesis for original research or for answers on how to approach SAM as a company initiative Today's strategic key and global account management professionals owe thanks to a small community of academic researchers who over the past three decades have been pioneers

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The New Strategic Selling Robert B. Miller, Stephen E. Heiman, Diane Sanchez, Tad Tuleja, 2004 By eliminating fickle luck from the sales process and replacing it with proven visible repeatable skills this book offers a sure fire method for making the sale every time This expanded edition features the basic tenets from the first book plus a valuable array of new features *Selling to Major Accounts* Terry R. Bacon, 1999 Publisher Fact Sheet This valuable book demonstrates with

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Seamless Peter D. Bayley, 2023-07-26 A unique guidebook to B2B marketing and sales for practicing and aspiring managers In SEAMLESS Successful B2B Marketing Selling and Account Management the authors and 20 successful businesspeople share their practical experience and the valuable lessons they learned at the sharp end of branding selling and marketing This unique guide has expert opinion academic theory research and practical advice summarized with explanatory graphics and Dos and Don ts lists throughout Essential for students of business and the managers of any size or type of firm it will educate and guide you through the marketing sales and account management process to business success Concise yet comprehensive SEAMLESS delivers immediate benefit to aspiring and practicing managers

Retailing in a SCM-perspective Herbert Kotzab, Mogens Bjerre, 2005 The book presents a cutting edge SCM framework and integrates it with basic principles of operations management and marketing Out of this integration of standard marketing principles and innovative relationship marketing thinking comes new marketing strategic typologies and paradigms that promote the understanding of relationship dynamics and equips the reader with tools for identifying and implementing these strategies

Better Business Relationships Kim Tasso, 2018-09-20 Essential advice from psychology and

communications on how to develop and maintain meaningful professional relationships for individual and organizational success Business success is reliant on being able to get on with people No matter what the role in an organization the ability to influence persuade motivate and encourage others to act effectively is vital Better Business Relationships brings together a wealth of knowledge and practical advice from psychology and management to communications and sales in order to provide insight and guidance to both new and more experienced workers alike who may be dealing with both internal colleagues and external clients and suppliers As technology advances and automates business processes across industries and roles communication skills and the ability to form meaningful constructive professional relationships is at risk of becoming a dying art With the rise of social media automation and artificial intelligence there is worldwide concern that we risk losing the human factors that are needed for individual and organizational success Kim Tasso provides practical and essential insight on Understanding yourself and other people Learning how to change The fundamentals of good communication How relationships are formed and conflict management Working with people and teams internally and Working with people externally and selling Better Business Relationships is ideal for anyone who wants to improve their relationships at work and gain a greater understanding of critical social and communications skills required to succeed in any professional environment

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