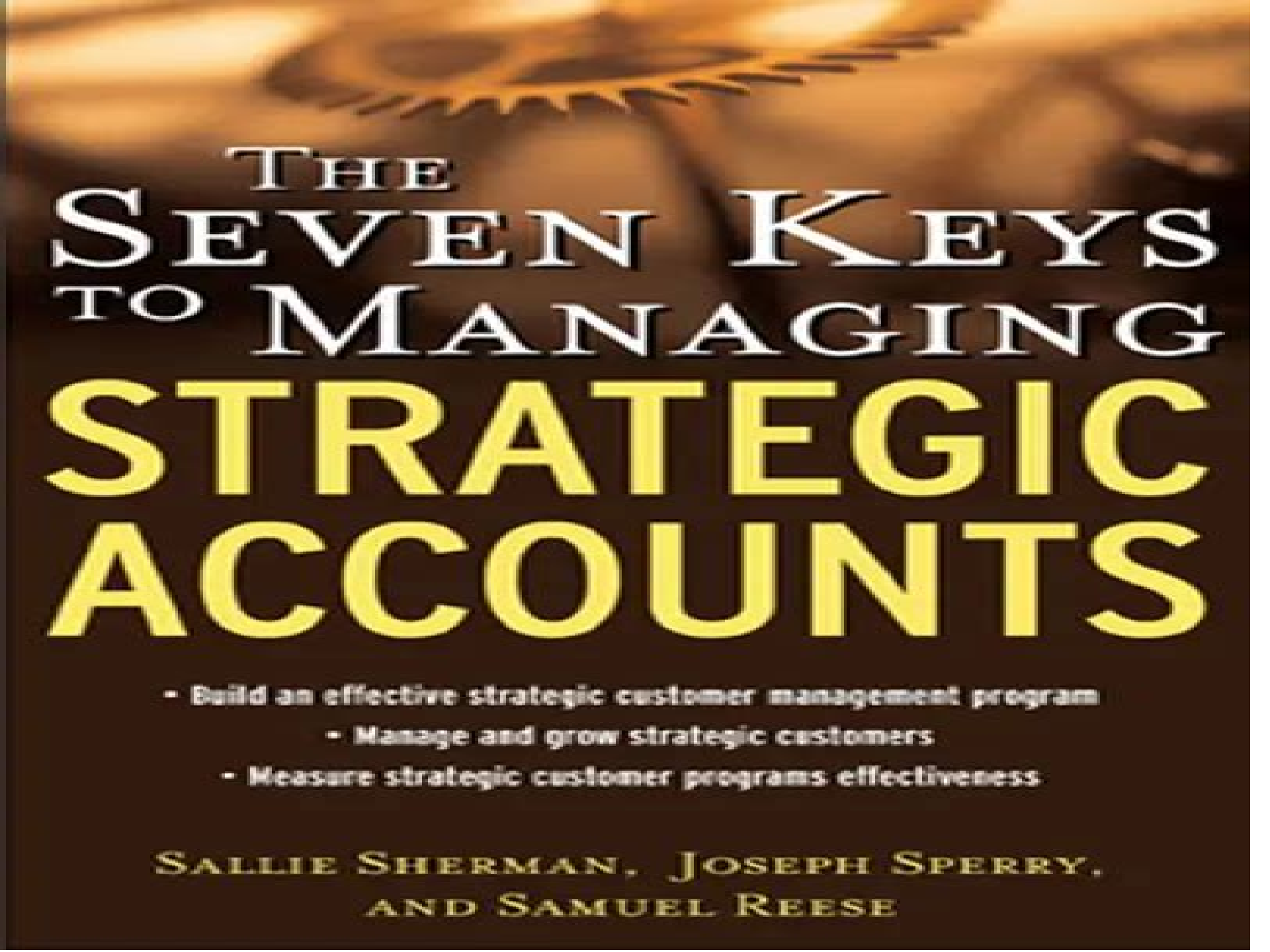




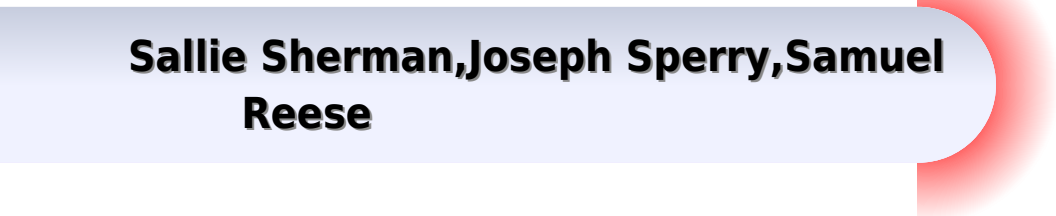
THE SEVEN KEYS TO MANAGING STRATEGIC ACCOUNTS

- Build an effective strategic customer management program
 - Manage and grow strategic customers
 - Measure strategic customer programs effectiveness

SALLIE SHERMAN, JOSEPH SPERRY,
AND SAMUEL REESE

Seven Keys To Managing Strategic Accounts

**Sallie Sherman, Joseph Sperry, Samuel
Reese**



Seven Keys To Managing Strategic Accounts:

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

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 in identifying cataloguing and analyzing the selling and business management practices of an emerging profession we now call strategic account management This Handbook is an important milestone to mark SAM's still evolving impact on corporate business strategies and its ever increasing relevance as a proven engine for growth in business to business strategic customer relationships Bernard Quancard President CEO of SAMA US based Strategic Account Management Association with over 3 000 members worldwide Yana Atanasova Bjorn Ivens Toni Mikkola Ivan Snehota Audrey Bink Ove Jensen Stefanos Mouzas Kaj Storbacka Per Olof Brehmer Robert Krapfel Peter Naud Olavi Uusitalo Noel Capon Antonella La Rocca Jukka Ojasalo Tom Vanderbiesen Simon Croom Sylvie Lacoste Catherine Pardo Stefan Wengler Osman G k Nikala Lane Nigel Piercy Kevin Wilson Paolo Guenzi R gis Lemmens Michael Pusateri Diana Woodburn Stephan Henneburg Tommi Mahlamäki Jakob Rehme John Workman Sue Holt Malcolm McDonald Sanjiv Sengupta George Yip Christian Homburg Florin Mihoc Christoph Senn Judy Zolkiewski

Successful Customer Relationship Management Programs and Technologies: Issues and Trends Eid, Riyad, 2012-03-31 This book offers case studies methodologies frameworks and architectures and generally the cutting edge in research within the field of customer relationship management Provided by publisher

Global Business: Concepts, Methodologies, Tools and Applications Management Association, Information Resources, 2011-05-31 This multi volume reference examines critical issues and emerging trends in global business with topics ranging from managing new information technology in global business operations to ethics and communication strategies Provided by publisher

Five Keys to Powerful Business Relationships: How to Become More Productive, Effective and Influential Sallie Sherman, Joseph Sperry, Steve Vucelich, 2013-09-06 What's your most valuable corporate asset BUSINESS RELATIONSHIPS Five Keys to Powerful Business Relationships goes beyond the usual bonhomie grip and grin back slapping dimension of business relationships This book outlines a fresh more systematic perspective to an area usually

thought of as the soft side of business From the Foreword by Bradley J Mitchell former Chief Commercial Officer AccuWeather Whatever business you re in success often depends on relationships whether the relationship is between two team members among several divisions of a corporation or when it spans a large network of suppliers and customers For almost three decades Sallie Sherman Joseph Sperry and more recently Steve Vucelich have been helping companies increase revenues reduce costs and lower risk by helping firms optimize their B2B relationships Five Keys to Powerful Business Relationships is a game changing guide that will help you leverage every critical relationship in your organization for greater success The authors combine their knowledge and experience to show you how to get maximum value from virtually every relationship both internal and external You ll learn how to spot those relationships that are not generating their full power and turn them into drivers of profit and growth You ll discover new ways to eliminate barriers to performance and boost the energy of individuals teams groups and your organization as a whole And you ll find out how to improve personal and managerial development by using Five Keys to Powerful Business Relationships Key 1 Connect first then focus on task Key 2 Learn by walking in another s shoes Key 3 Whether people trust you is often up to you Key 4 Share information to increase your personal power Key 5 Manage yourself before you manage others The authors present proven best practices that individuals and firms can use to form more empowering relationships They show you how to identify and remove barriers to relationships in your company whether they are caused by culture infrastructure or self awareness gaps If you want to be more productive effective and influential you have to begin thinking in terms of relationships Globalization quality movements increasing numbers of M A and strategic partnerships and the rise of social media have made relationships the new business imperative Your company s most valuable asset may be dormant Learn how to tap into it and extract its maximum value with Five Keys to Powerful Business Relationships QFINANCE: The Ultimate Resource, 4th edition Bloomsbury Publishing,2013-09-26 QFINANCE The Ultimate Resource 4th edition offers both practical and thought provoking articles for the finance practitioner written by leading experts from the markets and academia The coverage is expansive and in depth with key themes which include balance sheets and cash flow regulation investment governance reputation management and Islamic finance encompassed in over 250 best practice and thought leadership articles This edition will also comprise key perspectives on environmental social and governance ESG factors essential for understanding the long term sustainability of a company whether you are an investor or a corporate strategist Also included Checklists more than 250 practical guides and solutions to daily financial challenges Finance Information Sources 200 pages spanning 65 finance areas International Financial Information up to date country and industry data Management Library over 130 summaries of the most popular finance titles Finance Thinkers 50 biographies covering their work and life Quotations and Dictionary *Marketing Management* Philip Kotler,Kevin Keller,Mairead Brady,Malcolm Goodman,Torben Hansen,2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing

considered by many as the authoritative book on the subject Transformational Sales Philip Kotler, Marian Dingena, Waldemar Pfoertsch, 2015-09-11 Inspired by a new transformative era in human and business relations this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers It is all about guiding organizational change and business transformation starting with sales itself Companies choosing this approach can make a significant and meaningful difference with strategic customers moving beyond the competition By challenging existing business assumptions and creating new perspectives on the marketplace organizations can increase value across traditional company borders making the business world a better place in the process Both thought provoking and practical this management book integrates academic insights real life examples and best practices of business transformation It is a must read for business leaders aiming to make a difference Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets developing your brand and leveraging your strategic relationships If sales and profitability with strategic accounts are to grow beyond the average a change in mindset from seeing sales as an outside to an inside job is required to truly create a win win relationship Kotler Dingena Pfoertsch s Transformational Sales provides hands on insights and tools needed for companies who truly want to achieve this transformation Marc Hantscher CEO and President Asia Pacific BSH Home Appliances Pte Ltd Singapore The more profoundly and systematically B2B companies familiarize themselves with and accommodate their customers functional emotional and strategic needs the more powerful they are on the market Top brands are professionally and passionately tuned in to their customers Sales Project Management Marketing R D Production and Purchasing work in concert to drive customer success always with an eye to the future This book presents illustrative cases highlighting how champions have scaled up their business Achim Kuehn CMO Herrenknecht AG Schwanau Germany **6 Habits of Highly Effective Teams** Stephen E. Kohn, 2008-08-22 In 6 Habits of Highly Effective Teams management consultants Stephen E Kohn and Vincent D O Connell provide a model of superior team performance that draws on the coauthors 50 years of combined organizational development experience and research Highly effective teams Kohn and O Connell insist are characterized less by the technical competencies of individual team members and more by widespread agreement and alignment with a small but extremely relevant set of team processes values and understandings

Seven Keys To Managing Strategic Accounts Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is actually remarkable. This extraordinary book, aptly titled "**Seven Keys To Managing Strategic Accounts**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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