



# 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

**Philip Kotler, Kevin Keller, Mairead  
Brady, Malcolm Goodman, Torben  
Hansen**



## **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 Mahlam ki Jakob Rehme John Workman Sue Holt Malcolm McDonald Sanjiy Sengupta George Yip Christian Homburg Florin Mihoc Christoph Senn Judy Zolkiewski

**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

**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

**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

**Triple Fit Strategy** Christoph Senn,Mehak Gandhi,2024-11-19 It s time for companies to rethink their growth logic Business relationships are still dominated by a narrow perspective trying to match products to customer needs and making deals It s a buyer seller relationship built on a transactional mindset and it s not how you should be doing business There s a better way orchestrating growth in which suppliers and customers collaborate to build strategies and grow together With clarity and precision Christoph Senn and Mehak Gandhi lay out the Triple Fit

Strategy framework which will help you escape the product centric mindset and put customers at the heart of your business strategy Based on a hands on tool set Triple Fit ensures that customer and supplier are aligned across three areas planning execution and resources The Triple Fit canvas a diagnostic and action framework provides a systematic approach that every account manager and sales team can use to boost business results Companies who use it can contribute ten times more to their customers success and can double account values in less than three years What s more the Triple Fit Strategy helps sales and business leaders better understand the health of their customer relationships and allocate resources for faster breakthroughs It s a proven approach that Senn and Gandhi have implemented with hundreds of companies over twenty five years and validated with data from more than ten thousand cases Triple Fit Strategy is a breakthrough approach to strategy and sales with the power to transform businesses Your journey to becoming a value creator starts here For more information about Triple Fit Strategy around the world please visit the official website [triplefitstrategy.com](http://triplefitstrategy.com)

*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

**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      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

*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      **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 Acclivus AchieveGlobal Action Selling Tony Allesandra Brian Azar Baker Communications Inc Mike Bosworth Ian Brodie Ed Brodow Mike Brooks Bob Burg Jim Cathcart Robert Cialdini PhD Communispond Inc Tim Connor CustomerCentric Selling Dale Carnegie Sam Deep Bryan Dodge Barry Farber Jonathan Farrington Jeffrey Fox Colleen Francis Franklin Covey Sales Performance Solutions Thomas A Freese Patricia Fripp Ari Galper General Physics Corporation Jeffrey Gitomer Charles H Green Ford Harding Holden International Chet Holmes Tom Hopkins Huthwaite Inc Imparta Ltd InfoMentis Inc Integrity Solutions Janek Performance Group Inc Tony Jeary Dave Kahle Ron Karr Knowledge Advantage Inc Jill Konrath Dave Kurlan Ron LaVine

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**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

**Marketplace Masters** Suzanne Lowe, 2004-04-30 In today's knowledge based economy service professionals such as consultants lawyers accountants architects advertising agencies IT specialists and financial advisors face a dazzling array of opportunities and challenges In order to compete effectively they need a disciplined approach for detecting market shifts harnessing their competitive advantages and developing service offerings that will attract the most profitable clients Drawing from a five year study covering thousands of firms Suzanne Lowe presents the three building blocks of a market driven infrastructure looking out digging deeper and embedding innovation and identifies eleven core skills that any service firm can apply to master the marketplace and achieve lasting competitive success Integrating insights from the fields of marketing service management planning and entrepreneurship and showcasing the successful strategies of such firms as Towers Perrin DDB Worldwide and Egon Zehnder International Lowe shows service professionals how to gather intelligence about their clients competitors and marketplace promote a market driven culture throughout the organization and engage in continuous research and development to introduce new services Mastering these skills will enable readers to be better prepared to face changes in the market and make decisive informed decisions about opportunities that will prove right in the long term

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**Who's Who in Black Columbus** C. Sunny Martin, 2008-06

**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 zahlen sich in barer M nze aus Denn wer wei wie er seine Hauptumsatzbringer 100 prozentig zufrieden stellt sichert sich den L wenanteil und h lt im Wettbewerb alle Tr mpfe in der Hand Wissen wie man sich an den Spitzenkunden orientiert die gemeinsamen Gesch fte individualisiert und die Zusammenarbeit top organisiert Das ffnet die T ren zum Big Business sperrangelweit

**Strauss's Handbook of Business Information** Rita W. Moss, 2004 This long awaited update covers business information according to available formats as well as specific topics within the area of business

*Marketing Management in China* Philip Kotler, Kevin Lane Keller, Taihong Lu, 2009 This adaptation provides hard to find and well researched China cases that offer insights while covering a wide variety of contexts spanning international

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