

The Seven Keys To Managing Strategic Accounts - , Joseph Sperry

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"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 "Words: accounting accounts Author: Sherman, Sallie Author: Sperry, Joseph Author: Reese, Samuel Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Seven Keys to Managing Strategic Accounts Pages: 00000 (Encrypted PDF) On Sale: 2003-04-08 SKU-13/ISBN: 9780071417525 Category: Business & Economics : Accounting - Managerial

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