



New Successful Large Account Management

Robert Miller

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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? "The New Successful Large Account Management" shows you how to protect those crucial accounts that you can't afford to lose. This hard-hitting, no-nonsense book describes a unique process that will help to improve your most important business relationships and is crammed with current examples of real success stories and proven strategies to keep your customers coming back. By following the 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; and, move your relationship up the buy-sell hierarchy.

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