

The New Successful Large Account Management How To Hold Onto Your Most Important Customers And Turn Them Into Long Term Assets Maintaining And Growing Your Most Important Assets Your Customers

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The New Successful Large Account

"The NEW Successful Large Account Management" and its selling process "LAMP" is a blueprint the shoe leather sales person can implement themselves. From account selection, to research, to a strategic and tactical methodology for gaining access and winning the business, "The NEW Successful Large Account Management" covers it all.

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The New Successful Large Account Management (Revised & Updated) by Robert B. Miller, Stephen E. Heiman and Tad Tuleja ISBN: 0446694665 Paperback (trade) \$15.95/U.S. \$21.95/CAN WARNER BOOKS Buy this book at Amazon.com "Change alone is unchanging." -Heraclitus

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The New Successful Large Account... book by Robert B. Miller

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.

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It states upfront its philosophy: "To be successful in developing large accounts there is a need to invest heavily in understanding the account, in building relationships, creating teams and working out the actions required to secure profitable business".

Successful Large Account Management (Key Account ...

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Large Account Management ProcessSM (LAMP[®]) Create a long-term roadmap for your most strategic accounts. Prove your organization's value to your customers. The Large Account Management ProcessSM (also known as LAMP[®]) focuses on planning for and managing relationships within strategic accounts.

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- 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.

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This means keeping the focus not on your customer per se, but on your customer's customers-the accounts or consumers and other stakeholders that, over time, are making your Large Account successful. It means asking, regularly, how a given initiative or sale ties in to the Large Account's overall business strategy.

8 Lessons in Managing Large Accounts - powerhomebiz.com

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The New Successful Large Account Management ()

About the book Whatever a company's sales revenue, chances are that a majority comes from a few crucial accounts. The New Successful Large Account Management, ideal for sales directors, managers and executives, shows businesses how to protect and develop those critical accounts they can't afford to lose.

The New Successful Large Account Management

The New Successful Large Account Management will show you. The authors of the best-selling books The New Strategic Selling and The New Conceptual Selling have put together a new version of this hard-hitting, no-nonsense book describing the unique process that will help to improve your most important business relationships.

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