

Key Account Management The Definitive Guide

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Key Account Management The Definitive

Key Account Management comes from authors who have taught leading companies how to approach their most powerful and demanding customers and still make money. It is essential reading for all senior management with strategic responsibility, for key or strategic account directors, and for marketing and sales executives.

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Key account management is a strategic approach distinguishable from account management or key account selling. It should be used to ensure the long-term development and retention of strategic customers. Key account management is high profile, but difficult to do well. Key account management is appropriate to several types of relation-

Key Account Management

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'Key Account Management' is a natural development of customer focus and relationship marketing in business-to-business markets. This book presents a new framework for understanding the development of key account relationships.

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According to "Key Account Management: The Definitive Guide," key account management is a strategic approach, separate and distinguishable from client development / account management, which should be used to ensure the long-term development and retention of strategic clients.

What Is Key Account Management and How It Can Help Your ...

Key Account Management is a strategic approach distinguishable from account management or key account selling and should be used to ensure the long-term development and retention of strategic customers. The acronym used by professionals in this industry is KAM.

Key Account Management: The Ultimate Guide for 2020

Account management is a collective strategic method that businesses follow to upkeep their best clients, all along with their entrepreneurial journey. Account Management is a way for the account manager to think strategically and find business continuity opportunities with their key accounts.

What is Account Management? - A Definitive Guide for 2020

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Key Account Management: The Definitive Guide by Diana Woodburn

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Key Account Management (3rd ed.) by Woodburn, Diana (ebook)

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