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	Titolo	Communications in information and systems
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	Sommario/riassunto	Articoli di alta qualità su argomenti tra cui teoria dell'informazione e della codifica, crittologia, decisione e stima, teoria del controllo, teoria matematica dei sistemi, elaborazione del segnale e dell'immagine, bioinformatica
2.	Record Nr.	UNINA9910640384203321
	Autore	Neeb Hans-Peter
	Titolo	Account management strategies in B2B sales : generating customer value and building sustainable business relationships - methodology, processes, tools / / Hans-Peter Neeb
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	Descrizione fisica	1 online resource (149 pages)
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Nota di contenuto

The new school of thought in sales -- Sales culture and processes -- Key account management in B2B -- Account selection -- Strategy comparison customer company - supplier company -- Core benefits, core messages, win-loss analysis, value proposition -- Top executive relationship program -- Account status analyses. .

Sommario/riassunto

This book provides employees and managers in sales with a clearly defined process for building sustainable business relationships along the account journey. Using a structured method, you will learn how to set yourself up for success right from the start, increase your competitiveness, grow market share, and generate more revenue. In B2B sales today, it's no longer primarily about just solving the customer's problems and skimming their budget. The key to success is to ask your customer the right questions, understand all facets of his strategy, and help him achieve his goals with your offering - this is the only way to create a fruitful, long-term partnership at eye level. If you align your messages with these goals, you will generate tailored customer value, and the customer will have no choice but to accept your offer. This paradigm shift should make it easier for customers to buy, and it can be instrumental in helping account managers in B2B increase their sales in the long run. This book provides practical tools and a blueprint for salespeople to succeed and for managers to lead their teams with purpose. From the contents Account journey and sales process: strategy comparison, strategy overlap, key messages, customer added value Account status and stakeholder analysis: white-space analysis, power interest matrix, personality types Account plan: leading with account management methods, digital skills and modern organizations Technology and digitalization: look-alike models, digital lead generation, data analysis of people networks, predictive selling, automation The author Hans-Peter Neeb, a graduate industrial engineer, is a strategy and management consultant. For more than 15 years, he has been advising executives on customer acquisition and retention strategies, CRM, customer experience and the optimization of marketing and sales processes. The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.

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Autore Bauchau, Henry

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