

1. Record Nr.	UNINA9910788135103321
Autore	Le Bon Joel (College teacher)
Titolo	Key account management : strategies to leverage information, technology, and relationships to deliver value to large customers // Joel Le Bon, Carl A. Herman
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
Edizione	[First edition.]
Descrizione fisica	1 online resource (176 p.)
Collana	Selling and sales force management collection, , 2163-9582
Disciplina	658.804
Soggetti	Selling - Key accounts Marketing - Key accounts Customer services
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 147-149) and index.
Nota di contenuto	1. Key account management, organizational alignment, and the selling center -- 2. Building and delivering value to key accounts -- 3. Leveraging collaborative CRM and technology -- 4. Business customer marketing and key account development -- Conclusion -- Biographies -- References -- Index.
Sommario/riassunto	Now more than ever, companies are faced with a critical and challenging truth. Today's customer is demanding more attention, superior service, and the expertise of a dedicated sales team. Suppliers must make difficult choices to determine how to allocate limited resources, including which customers receive the highest level of service. Increasingly, supply side organizations are working to design and implement key account programs to meet or exceed these expectations. Key account management is a specific business strategy that involves complex sales processes, large-scale negotiations, and the alignment of multiple internal and external stakeholders. This multi-pronged process is anything but straightforward, and the business world is filled with examples of key account programs that have not achieved the expected results. This book addresses the strategic challenges facing top executives and sales leaders as they build strategies to better manage their key accounts.

