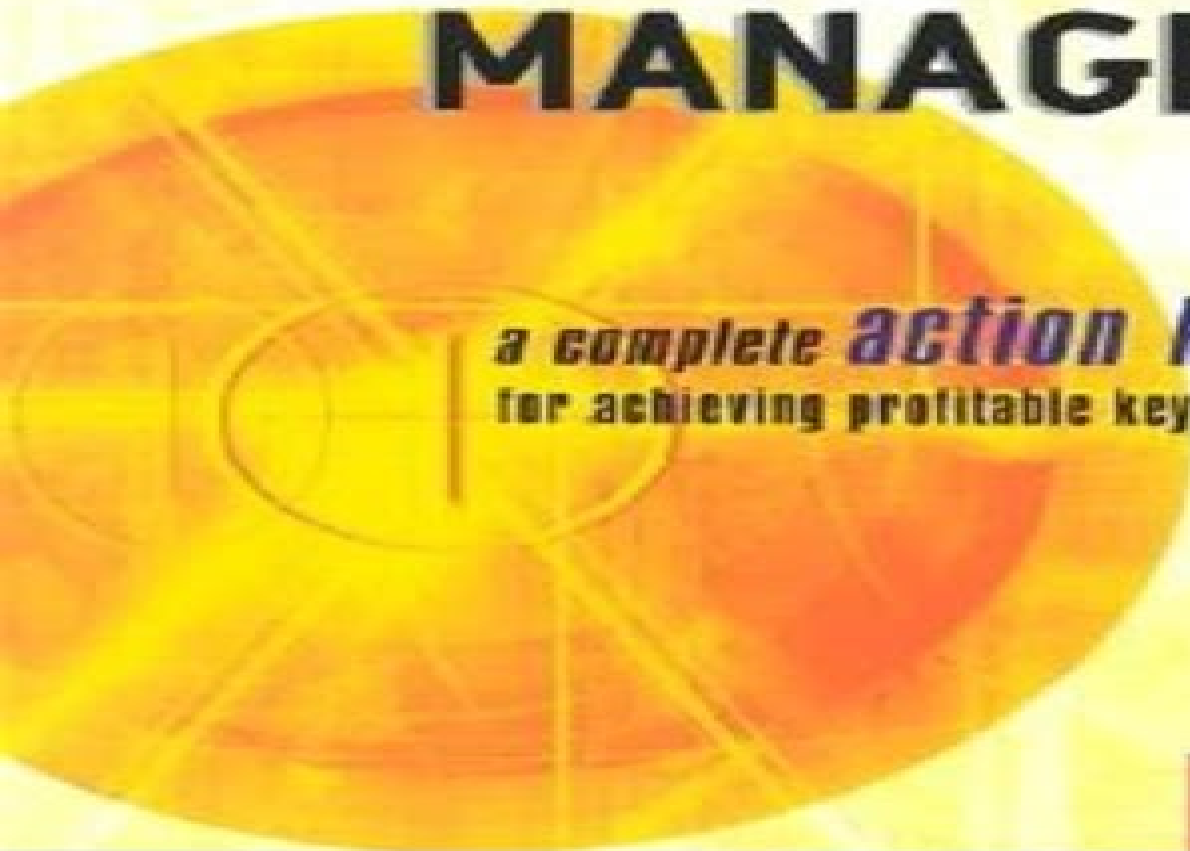




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the topic of Key Account Management This book reveals the secrets of how to successfully engage with customers and how to become organizationally savvy plus practical tools for succeeding on the job It is written for the practitioner and takes readers through the soft sides of the job which is exactly what is needed to succeed and achieve career fulfillment Account managers must keep the relationship fresh with creative ways to add value to the customers so customers remain genuinely satisfied with the relationship Losing a customer will always be a burden on the individual Key Account Manager whatever the reason for the loss Readers will Gain awareness of what a good customer relationship looks like Learn tools to solve issues and improve ways of working And most importantly learn how to succeed as a Key Account Manager Remember the importance of customer centricity is higher than ever The decade long transition of the economy away from production towards services and the need to differentiate from the competition will certainly continue A company today that fails to engage with the customers will not succeed the era of making a good product and trusting it to sell itself is long gone *Key Account Management* Peter Cheverton,1999 Key Account Management KAM is central to any company s sales and marketing strategy This practical handbook puts forward a planning methodology for identifying obtaining retaining and developing key customers It contains examples techniques diagrams action points and checklists **Customer-Centric Marketing Strategies: Tools for Building Organizational Performance** Kaufmann, Hans-Ruediger,2012-11-30 As customer orientation continues to gain importance in the marketing field there has been a growing concern for organizations to implement effective customer centric policies Customer Centric Marketing Strategies Tools for Building Organizational Performance provides a more conceptual understanding on customer centric marketing strategies as well as revealing the success factors of these concepts This book will discuss how to improve the organization s financial and marketing performance *Journal of Economic Literature* ,2004 **Key Account Management Im Mittelstand** Hartmut Sieck,2004 Aufgrund der Ver nderungen am Markt stehen heute zahlreiche vor allem mittelst ndische Unternehmen vor der Herausforderung Key Account Management einzuf hren Im Gegensatz zu anderen B chern zum Thema liegt bei Hartmut Sieck der Schwerpunkt auf dem Einf hrungsprozess Anhand von aktuellen Beispielen aus der Wirtschaft zeigt Hartmut Sieck in seinem sehr praktischen Buch genau wie Key Account Management in einem Unternehmen in nur 180 Tagen eingef hrt werden kann *Key Account Management in Financial Services* Peter Cheverton,2004 Peter Cheverton s Key Account Management 3rd edition 2004 has established itself as the leading book on the subject The idea for this new book was prompted by the huge up take for his KAM Masterclass seminars and workshops from sales and marketing people in FS companies all over the world It follows a similar structure to the original book but offers specific advice on marketing and selling financial products with real world examples and case studies from FS companies around the globe Compiled from original in depth research and interviews the book is divided into seven parts and is designed to take the reader through the process of understanding analysis planning implementation and performance monitoring so it can be used as a before during

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