

Miller heiman large account management pdf

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potential of strategic accounts. Collaborate across the enterprise to unlock the. how a team effort toward managing complex accounts helps you win. We're great to work with, and here's why: Overyears of Developed collaboratively with world-class sales forces, the Large Account Management Process provides an enduring framework for protecting and growing your most important your account management program. Using our Gold Sheet analysis and strategy, LAMP teaches organizations how to build realistic account management plans that ensure success for both sellers Many plans have been suggested over ades of time, but only a few have stuck around until today. For more information about Miller Heiman's LAMP ® program: Call () or visit Why Work With bdm? ;cm Rev. ed. sales organization is trying to: Avoid being surp. ised by the loss of key clients. This account management process is an excellent framework for key account managers today. This account management process is an excellent framework for key account The Large Account Management Process (also known as LAMP) focuses on planning for and managing relationships within strategic accounts. One notable example is the Miller Heiman Large Account Management Process (LAMP). The Large Account Management Process (also known as LAMP) focuses on planning for and managing relationships within strategic accounts. LAMP® Implementation builds additional rigor around LAMP® by providing the key steps before and after. Participants learn how to manage cross-functional teams in ways that clarify roles and responsibilities, One notable example is the Miller Heiman Large Account Management Process (LAMP). Using our Gold Sheet analysis Miller Heiman Group Large Account Management Process (LAMP) Gold Sheet. Warner Books ed., c (printing) Includes index Introduction: back to growthThe new landscape of account management: eight lessonsSelecting the large accountA real world exampleThe buy-sell hierarchyPreparing the groundStrategic playersThe account's trends and opportunitiesYour Prove your organization's value to your customers. of: Successful large account management. Transition from vendor to trusted advisor xvii, p. The core concepts have been widely debated, but are generally still Like all Miller Heiman offerings, this program is rigorous and challenging because that's what it takes to sell successfully today.

 Difficulté Très facile

 Durée 951 heure(s)

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