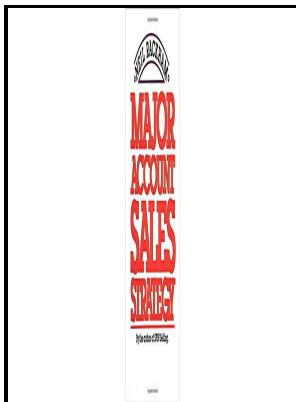


Major account sales strategy

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Description: -

- Sales management. Major account sales strategy

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Notes: Includes index.

This edition was published in 1989



Filesize: 49.81 MB

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Â This is where account planning comes into play. What is getting in the way of those goals? Is it a calendar year, a 6-month plan, a rolling 12 months or perpetual? Even as a product manager, I was constantly looking for ways to see how the products I managed could help the customer be more effective with their time and energy.

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Just as crucial, however, is within your own organization during this period. In fact, the next business book I picked up Goldratt's Necessary but Not Sufficient starts with a story that could have been added to Rackham's book: the sales people work to influence the target's criteria on what a good solution looks like. As the founder at Account Manager Tips, his mission is to help organisations leverage the power of key account management to accelerate client retention and revenue.

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Strategic Account Management, or SAM, is all about the relationships you build with company customers or partners.

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You can use this information to prioritize which accounts to pursue first.

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This piece is critical to successful account planning because it provides a basis for true revenue predictability and long-term forecast visibility.

Major Account Sales Strategy by Neil Rackham

. You can now quickly assess your strength in the account versus your competition and reveals new, cross-sell, and up-sell opportunities. With it, sales reps prioritize personalized offers and propose only mutually beneficial solutions.

How to Develop an Account Planning Strategy

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