



## The Seven Keys to Managing Strategic Accounts

By Samuel Reese, Sallie Sherman, Joseph Sperry

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Seven Keys to Managing Strategic Accounts, Samuel Reese, Sallie Sherman, Joseph Sperry, This book contains top-to-bottom techniques for keeping your best customers in-house and happy - and away from your competition. Strategic accounts are your firm's lifeblood; they play a critical role in its success or failure. "The Seven Keys to Managing Strategic Accounts" is filled with best practices and examples of how to intelligently manage key interactions and relationships with these vital accounts - for greater loyalty, higher profitability, and consistent competitive advantage. Let this hands-on guidebook's compelling case studies and examples help you to: create firm-wide alignment and commitment to meeting the needs and expectations of strategic accounts; develop multi-level relationships within these accounts, from line managers to upper executives; continually quantify and communicate the value delivered to - and received from - strategic accounts. Your firm's strategic accounts are its most valuable customers. Discover how today's marketing leaders are designing and implementing cost-effective, results-oriented strategic account programs, and how you can follow their lead, in "The Seven Keys to Managing Strategic Accounts". This book tells it right. There is no magic pill for handling strategic accounts. The author's seven...



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