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Key Account Management is a highly practical book with a unique yet simple planning methodology for identifying, obtaining, retaining and developing key customers - the lifeblood of any organization. Fully rewritten to reflect the most recent trends and challenges, this new edition will reinforce its standing as the premier book on the subject.

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in order to maintain and further develop the relationships with the key accounts. Key Account Management also known as strategic account management is responsible for the achievement of sales quota and is assigned key objectives/metrics relevant to key accounts.

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As the key account manager, you are the primary point of contact between your clients and your business. Key account managers need to listen closely, translate the

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client's needs to the relevant people within their organization, and make sure the client's requests are handled in an efficient and timely manner.

10 Tips for Successful Key Account Management

Strategic account management (SAM) or key account management focuses on building long-term mutually beneficial partnerships with key customers. Through in-depth research and assessment, strategic account managers find opportunities to drive value for their partners by identifying problems, offering creative solutions, and leveraging partnerships to move both organizations toward their strategic goals.

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KAM enablement is done to help you grow your business from existing accounts. With its potent insightful key account management tools and technology an ideal software for must help in: Mapping Key Stakeholder relationships. Analyzing, tracking, and governing multiple Key Accounts. Building deeper and more revenue generating engagements.

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