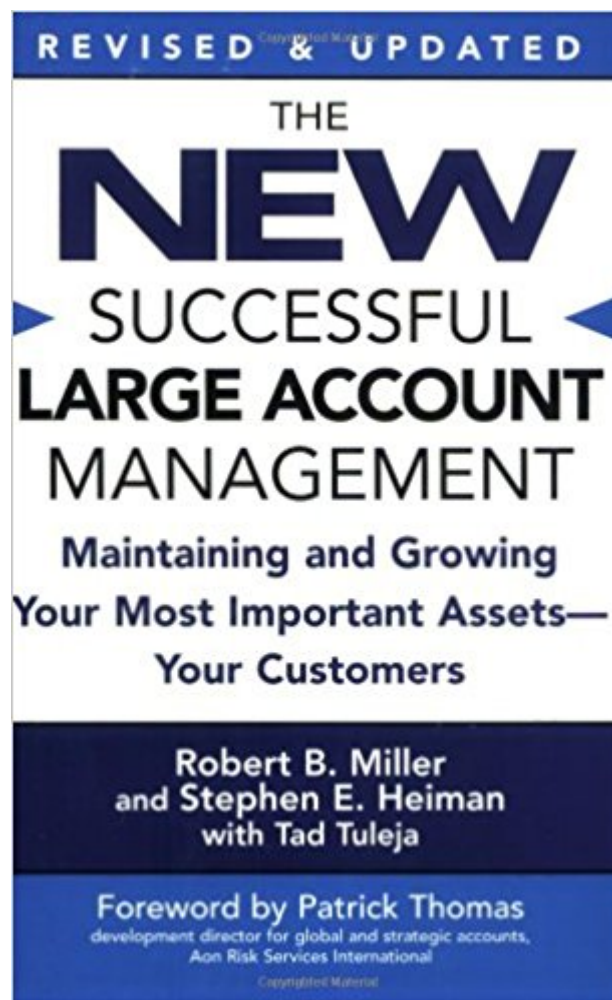




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# The New Successful Large Account Management: Maintaining And Growing Your Most Important Assets -- Your Customers



## Synopsis

For the Accounts You Can't Afford to Lose: The Strategies that Will Keep Your Customers Coming Back Whether your company has \$50,000 or \$5 million in sales, chances are that at least half of your revenue comes from a few crucial accounts. What does it take to keep them going strong? The authors of *The New Strategic Selling* and *The New Conceptual Selling* present a hard-hitting, no-nonsense book of techniques to improve your most important business relationships. Updated with recent examples of actual success stories, this new edition explores how online click speeds have resulted in highly sophisticated customers who expect all services to be done in "real time." Discover: \* The Long View: Studying and really understanding your company-and your customer's business-can mean years of selling success \* "Lamp" Strategies: Activate a Large Account Management Process strategy to turn your best customers into permanent "external assets" \* Trends and Market Forces: Constantly identify and reappraise the conditions that can make your services more crucial than ever \* Channels of Communication: The right contacts and communication lines will help you make key changes-before it's too late!

## Book Information

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## Customer Reviews

"Developed collaboratively with world-class sales forces, the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships." - Damon Jones, COO, Miller Heiman, Inc. "The Large Account Management Process has implemented a discipline that allows people to work together and communicate, setting

strategies and sales goals that benefit both our customers and our own company." - Joseph L Cash, senior vice president of sales, Equifax Corporation" --This text refers to an out of print or unavailable edition of this title.

Robert B Miller brings almost 40 years' experience in sales, consulting and executive management to help clients succeed in the sales arena. Stephen E Heiman has worked in sales development for over 30 years. Latterly he was Miller Heiman's President, CEO and chairman. Tad Tuleja is Miller Heiman's staff writer. They are also the authors of the other Miller Heiman best sellers, *The New Strategic Selling* and *The New Conceptual Selling*. Miller Heiman is a global leader in sales training and its prestigious blue-chip client list is testimony to its success. --This text refers to an out of print or unavailable edition of this title.

This book was first written in 1991 and then revised in 2005. Despite being long-in-the-tooth "The NEW Successful Large Account Management" book is remarkably fresh and current. Probably because so few sales leaders have changed anything from the 19th or 20th century. The same authors wrote "Strategic Selling" which remains a must read classic upon which all modern selling is based, including SPIN Selling by Neil. The Premise: "To achieve long-term profitable relationships with your key customers, you must make consistent, measurable contribution to their profitability and their relationships." The power of this book - and why I believe it is a must read for any B2B large account rep - isn't that such a premise is new. Every sales consultant, author or trainer, preaches that. Neil Rackham, luminary SPIN Selling author, wrote "Rethinking the Sales Force" a decade ago based on that premise. However building value remains rare - as opposed to bundled, or should I say cobbled together, offerings called solutions that only pad the margins of the seller. No, the power of this book is that it lays out a structure for key account selling that can be implemented by an organization but more importantly by the sales person. Some sales books are great - but only if management agrees to make the needed changes. "The NEW Successful Large Account Management" and its selling process "LAMP" is a blueprint the shoe leather sales person can implement themselves. From account selection, to research, to a strategic and tactical methodology for gaining access and winning the business, "The NEW Successful Large Account Management" covers it all. This is one of books that should be on every B2B and key account reps bookshelf.

This is a good business book. I bought several copies and gave them to my sales team. A lot of

people think that closing receiving an order is the final stage of a sales relationship with a customer. This book helps sales people manage the account beyond just selling.

This book is helpful and applicable to account management in both large and small-scale applications. There are better books out there, but you won't go wrong starting with this one. I found it easy to read through and entertaining. This book provides a thorough and well-informed analysis in maintaining and growing accounts.

I couldn't get past the boring 1970s style of old sales talk

In today's world, growing relationships with customers and providing value at every touch point is key. This book provides healthy guidelines and concepts to maintain and continue growing your customers relationships.

This book keeps us all in the mode of What if? If we had done what the previous LAMP series had taught us. So apply the principles and try to execute on the format. Good reminder and great for training.

Do you really know what your largest accounts are thinking? You may think you do. This is a great read to increase your sells.

Great book for people in sales. Very helpful guide.

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