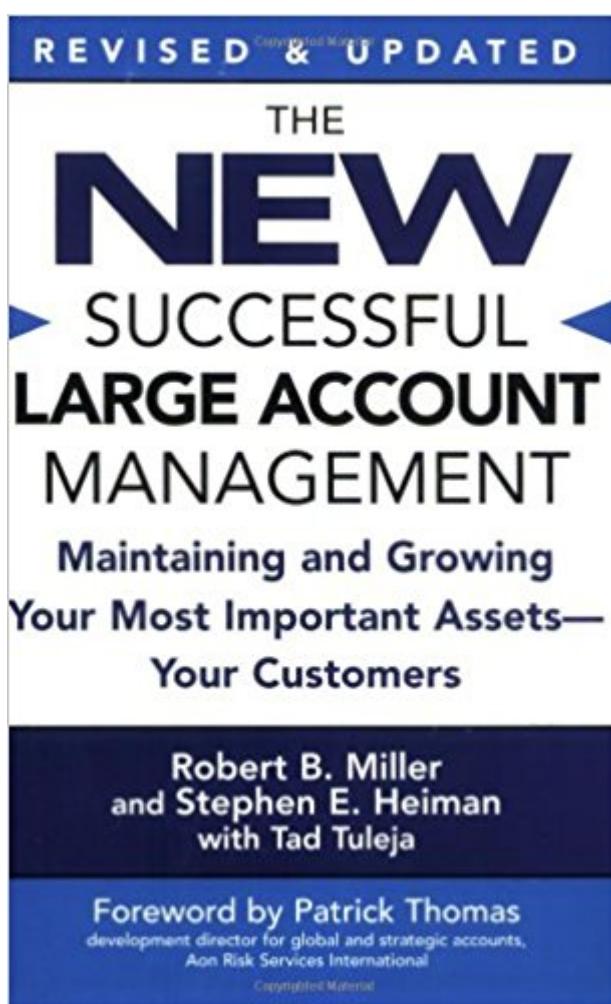


The book was found

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

Paperback: 272 pages

Publisher: Grand Central Publishing; Rev Upd edition (April 20, 2005)

Language: English

ISBN-10: 0446694665

ISBN-13: 978-0446694667

Product Dimensions: 5.2 x 0.8 x 8 inches

Shipping Weight: 8 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars 24 customer reviews

Best Sellers Rank: #108,376 in Books (See Top 100 in Books) #148 in Books > Business & Money > Marketing & Sales > Customer Service #368 in Books > Business & Money > Marketing & Sales > Sales & Selling #929 in Books > Business & Money > Marketing & Sales > Marketing

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.

[Download to continue reading...](#)

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers Growing Marijuana: Box Set - Growing Marijuana For Beginners & Advanced Marijuana Growing Techniques (Growing Marijuana, Marijuana Growing, Growing Marijuana Indoors) Growing Marijuana: Marijuana Growing Tips and Tricks to Get Big Yields For Beginners! (Growing Marijuana For Beginners, Growing Marijuana Indoors & Outdoors, Growing Marijuana Tips and Tricks) Growing Mushrooms for Profit: The Definitive Step-By-Step Guide to Growing Mushrooms at Home for Profit (Growing Mushrooms for Profit, Growing Mushrooms ... Mushrooms, Growing Oyster Mushrooms) The GopherHaul guide on how to get customers for your landscaping and lawn care business - Volume 3.: Anyone can start a landscaping or lawn care ... customers. This book will show you how. Weed: The Ultimate Quick Guide To Growing Great

Marijuana (How To Grow Your Own Weed, Growing Marijuana for Beginners, Big Buds, High Yields, Growing Marijuana Indoors, Weed Growing Book 1) The Handbook of Alternative Assets: Making money from art, rare books, coins and banknotes, forestry, gold and precious metals, stamps, wine and other alternative assets Cannabis Success: The Easiest Guide on Growing Large Marijuana Plants at Home (Cannabis, Cannabis Growing, Marijuana, Marijuana Growing, Medical Marijuana, Medical Cannabis, Hydroponics) Growing Marijuana: Big Buds, Growing Marijuana In Soil For Beginners (Growing Marijuana, Marijuana Cultivation, Marijuana Growing, Medical Marijuana, Marijuana Horticulture) A Practical Guide to Building And Maintaining a Koi Pond: An Essential Guide to Building And Maintaining (Pondmaster S.) Phalaenopsis Orchids Care: 30 Most Important Things To Remember When Growing Phalaenopsis Orchids (Orchids Care, Gardening Techniques Book 2) Sing You Home Large Print (Large Print, companion soundtrack, Large Print) Maintaining the Right Fellowship: A narrative account of life in the oldest Mennonite community in North America The New York Times Large-Print Stay Sharp Crosswords: 120 Large-Print Easy to Hard Puzzles from the Pages of The New York Times (New York Times Crossword Collections) The Bucket Plan®: Protecting and Growing Your Assets for a Worry-Free Retirement Northwest Top 10 Garden Guide: The 10 Best Roses, 10 Best Trees--the 10 Best of Everything You Need - The Plants Most Likely to Thrive in Your Garden ... Most Important Tasks in the Garden Each Month Midwest Top 10 Garden Guide: The 10 Best Roses, 10 Best Trees--the 10 Best of Everything You Need - The Plants Most Likely to Thrive in Your Garden - ... Most Important Tasks in the Garden Each Month Time Management: Guide to Time Management Skills, Productivity, Procrastination and Getting Things Done (time management, procrastination, productivity, ... successful people, efficiency, schedule) The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets The New Wealth Management: The Financial Advisor's Guide to Managing and Investing Client Assets (CFA Institute Investment Series)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)