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# Mastering Account Management 102 Steps For Increasing Sales Serving Your Customers Better And Working Less

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#### **Account Management Handbook**

handbook is the intersection of the Account Management process with the Trade Risk Management Process The operating procedures by their very nature embody the risk management steps of collecting data, analyzing and assessing risk, prescribing action, and tracking and monitoring Thus, by employing the procedures set forth in these pages, account

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• A strategic account manager (also called a major account manager, key account manager, national/global account manager) is the guardian of the strategic customer relationship, orchestrating the deployment of corporate-wide resources to provide comprehensive products, services, and solutions to the strategic account

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Imperatives for Strategic Key Account Management The table below lists the imperatives and sequences that any company needs to respect in order to excel in Key Account Management Strategy • Create a key account strategy driven by your corporate strategy • Build a competitive growth strategy that defines growth sources and key account added

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### **The Keys to Key Account Management - BTS**

The Keys to Key Account Management: What Great Looks Like About BTS BTS is a global professional services firm headquartered in Stockholm, Sweden, with some 450 professionals in 32 offices located on six continents We focus on the people side of strategy, working with leaders at all levels

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