

Key Account Management: Tools and Techniques for Achieving Profitable Key Supplier Status (Key Account Management: Tools & Techniques for Achieving Profitable)

Peter Cheverton



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Very few books take the long-term, team-selling strategic view of KAM that this book takes. Focusing on implementation rather than theory, Key Account Management is a highly practical book with a unique yet simple planning methodology for identifying, obtaining, retaining, and developing key customers. Based on real and current experience of companies facing the KAM challenge, it provides tools for use in the real world that will help readers plan their own strategy as they proceed.



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