

ACCOUNT PRIORITIZATION: PROFIT MATRIX

		PRODUCT CATEGORY			
		1	2	3	4
		Highest Profit	Profitable	Marginally Profitable	Loss
CUSTOMER CATEGORY	A	Perfection / Never late	Regular / Priority Schedule	Reserve Capacity / Inventory	Tough P-Out / Outsource
	B	As Promised	Regular Schedule	Schedule Capacity / Inventory	Redesign / Outsource
	C	If available / If scheduled	If Available	Only if Capacity or Inventory are Available	Only if Transaction is Profitable
	D	Respond to Transaction	If No Conflict	Only if Inventory is Available / Cut Costs	Drop

Key Account Management In A Week

Ying-Ying Zheng



Key Account Management In A Week:

Successful Key Account Management In A Week Grant Stewart, 2012-03-30 Key account management just got easier This little book is a real gem Professor Malcolm McDonald Key account management is increasingly important and must keep pace with its customers as they continually develop and evolve often resulting in increasingly sophisticated buying structures The key account manager therefore requires a wide variety of skills in order to be successful this is not only an important job role in its own right it is often a stepping stone to career development leading to more senior management jobs Successful Key Account Management In A Week is a week long course On Sunday you are encouraged to Know your customer as success depends on a relationship that is both rewarding and valuable On Monday you will Analyse your growth opportunities The competitiveness of the company must be appraised to enable the identification of sales growth opportunities and all major accounts should be compared in appeal and position to give an indication of the strategy to be adopted for customers On Tuesday you will Measure profits by account You will be shown how to measure the profitability of major customers and to draw up league tables to enable profit improvement strategies On Wednesday you will Plan for success building on the analysis of growth opportunities and profit measurement already considered to result in a best judgement final plan On Thursday you will learn to Negotiate to win win success relies on understanding the difference between negotiation and selling and being able to conduct negotiations to produce a win win situation in which the objectives of both sides are considered On Friday you will look at Control activity levels and the monitoring of standards of performance to enable the presentation of plans and progress allowing the measurement of success against these plans And finally on Saturday you are reminded to Manage relationships with an introduction to the Relationship Model which describes how business with a customer changes as it moves from a transactional or short term sales achievement to collaboration with long term customer value and retention This little book is a real gem which you should read use and keep handy for continuous reference If you follow the straightforward guidelines in this book your company s future is assured Professor Malcolm McDonald Former Professor of Marketing and Deputy Director Cranfield University School of Management Successful Key Account Management in a Week: Teach Yourself Grant Stewart, 2016-03-22 Key account management just got easier This little book is a real gem Professor Malcolm McDonald Key account management is increasingly important and must keep pace with its customers as they continually develop and evolve often resulting in increasingly sophisticated buying structures The key account manager therefore requires a wide variety of skills in order to be successful this is not only an important job role in its own right it is often a stepping stone to career development leading to more senior management jobs Successful Key Account Management In A Week is a week long course On Sunday you are encouraged to Know your customer as success depends on a relationship that is both rewarding and valuable On Monday you will Analyse your growth opportunities The competitiveness of the company must be appraised to enable the identification of sales growth

opportunities and all major accounts should be compared in appeal and position to give an indication of the strategy to be adopted for customers On Tuesday you will Measure profits by account You will be shown how to measure the profitability of major customers and to draw up league tables to enable profit improvement strategies On Wednesday you will Plan for success building on the analysis of growth opportunities and profit measurement already considered to result in a best judgement final plan On Thursday you will learn to Negotiate to win win success relies on understanding the difference between negotiation and selling and being able to conduct negotiations to produce a win win situation in which the objectives of both sides are considered On Friday you will look at Control activity levels and the monitoring of standards of performance to enable the presentation of plans and progress allowing the measurement of success against these plans And finally on Saturday you are reminded to Manage relationships with an introduction to the Relationship Model which describes how business with a customer changes as it moves from a transactional or short term sales achievement to collaboration with long term customer value and retention This little book is a real gem which you should read use and keep handy for continuous reference If you follow the straightforward guidelines in this book your company s future is assured Professor Malcolm McDonald Former Professor of Marketing and Deputy Director Cranfield University School of Management

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EBOOK: Principles and Practices of Marketing 10/e JOBBER AND ELLI,2023-02-21 EBOOK Principles and Practices of Marketing 10 e **Key Account Management in a Week** Grant Stewart (Business coach),2003 **Finance Week** ,2003-07

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 - Chapter 4: Key Account Management In A Week in Specific Contexts
 - Chapter 5: Conclusion
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