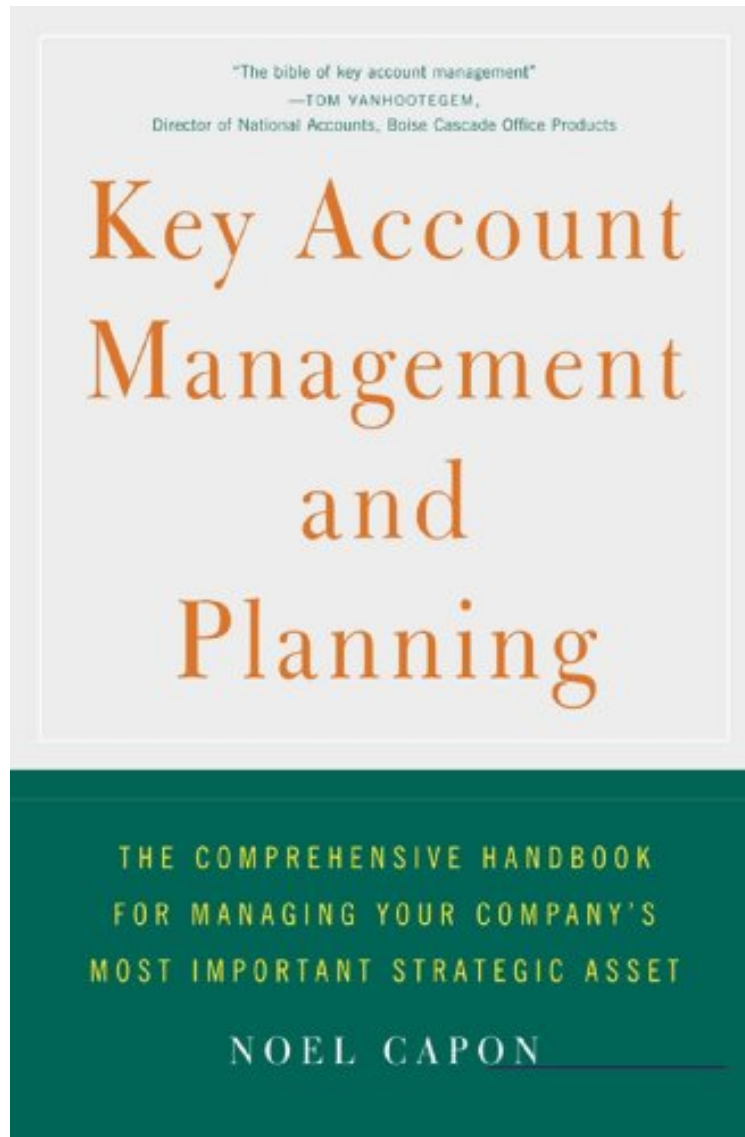


(Library ebook) Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset

# Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset

Noel Capon

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**Noel Capon : Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset** before purchasing it in order to gage whether or not it would be worth my time, and all praised Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset:

0 of 0 people found the following review helpful. The "Bible" for Key Account Management By Marco Tafur I've been working as a Key Account Manager and have read a couple of books on the subject of KAM, but this is definitely a sort of "Bible". It has a comprehensive explanation of successful KAM outlining the benefits and a step-by-step process to really implement it. I liked very much the vast array of examples in many industries. It also has a wide range of practical tools and matrixes for assesing options and making decisions, for instance, which customers to choose as Key Accounts and why. 0 of 0 people found the following review helpful. ... what described in the book is still valid and good for our reference till now By Customer The book was already published for quite long time before but what described in the book is still valid and good for our reference till now. 0 of 0 people found the following review helpful. Very helpful! By Helen Rooney Very informative and useful in business. Ordered for my husband and his team at work.

The vastly increased level of competitive intensity faced by corporations and the increased costs of selling have radically changed the nature of the traditional selling process. Key or "strategic" accounts have now become a company's most important asset, in some cases supplying in excess of 80 percent of a firm's revenues. Here, in one powerful volume, key account management expert Noel Capon provides the most comprehensive treatment of key account management and planning yet published. For the first time, Capon introduces his breakthrough four-part "congruence model" of key account management -- a new, thoroughly researched approach to optimally managing your key account portfolio. First, the author shows how to select and conceptualize the key account portfolio; second, how to organize and manage key accounts; third, how to recruit, select, train, retain, and reward key account managers; and fourth, how to formulate and execute strategy and issues of coordination and control. This congruence model serves as a backdrop as Capon takes the reader step-by-step through the vital functions of key account management including identifying key account criteria, considering the threats and opportunities for the key account, and understanding the roles and responsibilities of critical players. Capon backs up his points with extensive research, real-life stories of successes and failures at a variety of companies, and clarifying figures. Special chapters are devoted to partnering with key accounts and in-depth information on global key account management, an increasingly important weapon for staying ahead of the competition. Timely, important, and essential, *Key Account Management and Planning* is the only reference handbook those with key account responsibilities will ever need.

From Booklist Capon, an academic and consultant, provides a framework for managing key accounts, which he describes as a company's single most important asset, since these accounts produce the major share of sales revenue. He offers a planning process that aids in developing strategies to enhance profitable results from these prized customer relationships. Central to his thesis is his congruence model for key account management, which has the following four elements--identifying key accounts; organizing and managing key accounts; identifying, managing, and rewarding account managers; and maintaining human and information based systems and processes. Capon also addresses the issues of key account-management partnering and global account management. The book concludes with exercises for developing key account management skills and an appendix containing a guide for developing a key account plan. This book could serve as a textbook for the author's executive training programs in key account-management and clearly is an infomercial for his consulting activities. Mary Whaley Copyright copy; American Library Association. All rights reserved Bram Bluestein Executive Vice President, A. T. Kearney, Inc. Those who have already begun to implement this system will find themselves in many chapters of this book. Those who are just embarking on the journey will find it invaluable to accelerate successful implementation. About the Author Noel Capon is Professor of Business at Columbia University's Graduate School of Business. He is the director for Columbia's executive training programmes in Key Account Management, Sales Management, and Competitive Marketing Strategy. He also teaches and consults to major corporations throughout the world.