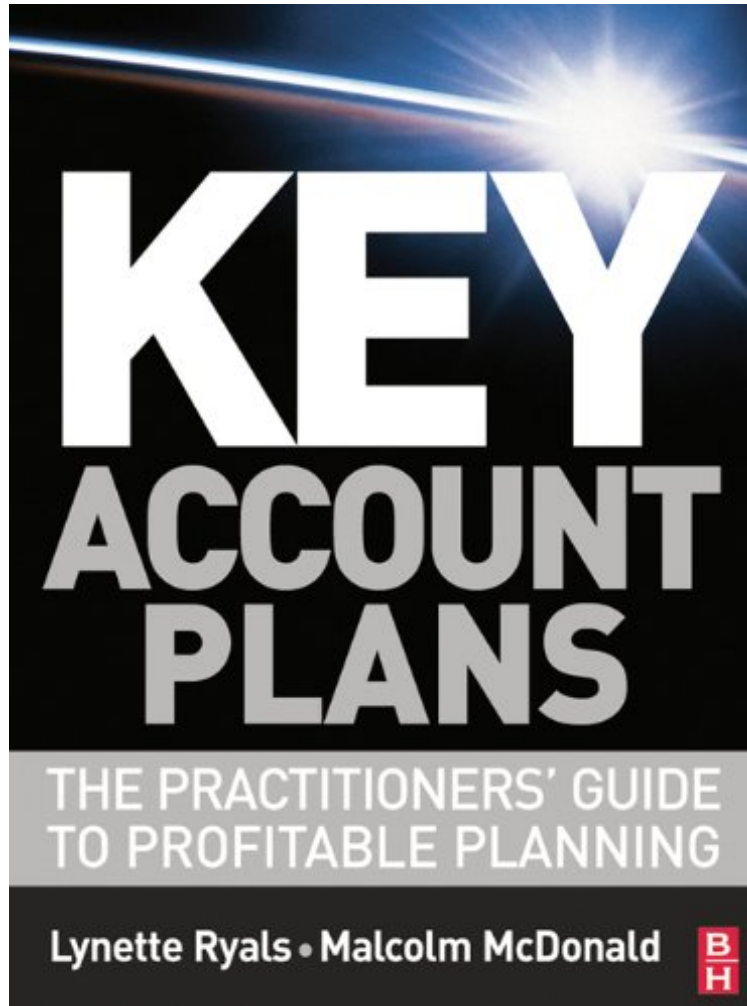


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Key Account Plans

Lynette Ryals, Malcolm McDonald

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To manage key accounts profitably you need strategic planning that works. This book is the definitive guide to

achieving this based on the unmatched practical and research experience of Ryals and McDonald. Key Account Management is proven to deliver substantial benefits to the bottom line. Best practice companies know that real results from managing powerful customers are not achieved through short-term cost cutting. Instead, as the best companies understand, it depends on fostering carefully developed and profitably managed relationships with an equally carefully selected group of key accounts. This is a genuinely strategic activity that goes well beyond sales management and the simplistic use of budgets to generate targets. It is about the behaviours and practices that make predictable, profitable and sustainable Key Account Management possible. To achieve this the book is constructed to deliver-
* Clear descriptions of the various techniques and the reason for their importance* A hugely powerful step by step approach to using the key techniques to build strategic skills * Templates for building real plans* Cases, examples and vignettes to show best real world practice
Based on wide application in the business world, and the world class research at Cranfield Management School this book will be an essential introduction to the principles and reality of Strategic Key Account Planning. For senior managers, key account managers at all levels as well as those on executive and MBA courses it will be an essential guide and text.

From the Back Cover
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About the Author
Lynette specializes in sales, key account management and marketing portfolio management, particularly in service businesses. Her PhD looked at key account profitability and she has published widely on this topic. She is a Registered Representative of the London Stock Exchange and a Fellow of the Society of Investment Professionals. She is also the Director of Cranfield's Key Account Management Best Practice Research Club.
MA(Oxon), MSc, PhD, D.Litt. FCIM FRSA, until recently was Professor of Marketing and Deputy Director Cranfield School of Management, with special responsibility for E-business. Malcolm is a graduate in English Language and Literature from Oxford University, in Business Studies from Bradford University Management Centre, and has a PhD from Cranfield University. He also has an Honorary Doctorate from Bradford University. Malcolm has extensive industrial experience, including a number of years as Marketing Director of Canada Dry.