



## The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers

*By Robert B. Miller, Stephen E. Heiman, Tad Tuleja*

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For the Accounts You Can't Afford to Lose: The Strategies that Will Keep Your Customers Coming Back Whether your company has \$50,000 or \$5 million in sales, chances are that at least half of your revenue comes from a few crucial accounts. What does it take to keep them going strong? The authors of *The New Strategic Selling* and *The New Conceptual Selling* present a hard-hitting, no-nonsense book of techniques to improve your most important business relationships. Updated with recent examples of actual success stories, this new edition explores how online click speeds have resulted in highly sophisticated customers who expect all services to be done in "real time." Discover:

- \* The Long View: Studying and really understanding your company-and your customer's business-can mean years of selling success
- \* "Lamp" Strategies: Activate a Large Account Management Process strategy to turn your best customers into permanent "external assets"
- \* Trends and Market Forces: Constantly identify and reappraise the conditions that can make your services more crucial than ever
- \* Channels of Communication: The right contacts and communication lines will help you make key changes-before it's too late!

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### **Editorial Review**

#### **Review**

"Developed collaboratively with world-class sales forces, the Large Account Management Process provides an enduring framework for protecting and growing your most important customer relationships." - Damon Jones, COO, Miller Heiman, Inc. "The Large Account Management Process has implemented a discipline that allows people to work together and communicate, setting strategies and sales goals that benefit both our customers and our own company." - Joseph L Cash, senior vice president of sales, Equifax Corporation"

#### **About the Author**

Robert B. Miller is currently Vice-President for Technology Development for the SureBeam Corporation, the world's only company specifically devoted to food irradiation using accelerator sources of ionizing radiation. He holds a PhD in Nuclear Engineering from the Ohio State University (1973), and has held a variety of relevant technical and managerial positions in his 30-year career. He has over 30 open-literature publications, and is the author of the text *An Introduction to the Physics of Intense Charged Particle Beams*, Plenum (1981).

Heiman is co-founder of Miller Heiman, Inc., one of the most prestigious sales consulting firms, and author of several best-selling business books. His more than thirty-year career includes sales, sales management, and senior management positions.

Tuleja has researched and published thousands of quirky facts in the many books.

Patrick R. Thomas is an Associate Professor and was Director of the Centre for Movement Education and Research at Griffith University's Mt Gravatt Campus in Brisbane. After completing a Teachers Certificate, Dr Thomas studied at the University of Queensland, graduating with first-class honours and a University medal in psychology. He subsequently completed research Masters and PhD degrees in organisational and cognitive psychology, and has taught psychology and research methods for more than 35 years. Dr Thomas was a foundation member of the College of Sport Psychologists of the Australian Psychological Society, and for the past 10 years has provided psychological services to athletes, particularly golfers. He has been a member of Pacific Golf Club since 1978.

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