



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

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

[Download now](#)

[Read Online](#) 

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

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!

 [Download The New Successful Large Account Management: Maint ...pdf](#)

 [Read Online The New Successful Large Account Management: Mai ...pdf](#)

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

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

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

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!

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja **Bibliography**

- Sales Rank: #52429 in Books
- Brand: Miller, Robert B./ Heiman, Stephen E./ Tuleja, Tad/ Thomas, Patrick (FRW)
- Published on: 2005-04-20
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .75" w x 5.25" l, .56 pounds
- Binding: Paperback
- 272 pages

 [Download The New Successful Large Account Management: Maint ...pdf](#)

 [Read Online The New Successful Large Account Management: Mai ...pdf](#)

Download and Read Free Online The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

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.

Users Review

From reader reviews:

Aimee Simmons:

Book is definitely written, printed, or highlighted for everything. You can realize everything you want by a e-book. Book has a different type. As you may know that book is important factor to bring us around the world. Beside that you can your reading proficiency was fluently. A reserve *The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers* will make you to become smarter. You can feel considerably more confidence if you can know about almost everything. But some of you think that open or reading a book make you bored. It isn't make you fun. Why they can be thought like that? Have you searching for best book or appropriate book with you?

Rocio Linville:

Do you considered one of people who can't read pleasant if the sentence chained in the straightway, hold on guys this particular aren't like that. This The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers book is readable by simply you who hate the straight word style. You will find the facts here are arrange for enjoyable reading experience without leaving even decrease the knowledge that want to give to you. The writer connected with The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers content conveys the thought easily to understand by many people. The printed and e-book are not different in the information but it just different as it. So , do you even now thinking The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers is not loveable to be your top listing reading book?

Deborah Browning:

Reading a e-book tends to be new life style in this era globalization. With reading you can get a lot of information that could give you benefit in your life. Together with book everyone in this world can easily share their idea. Publications can also inspire a lot of people. Lots of author can inspire their very own reader with their story or their experience. Not only the storyline that share in the textbooks. But also they write about advantage about something that you need example. How to get the good score toefl, or how to teach your children, there are many kinds of book that exist now. The authors on earth always try to improve their proficiency in writing, they also doing some analysis before they write to the book. One of them is this The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers.

Michael Marx:

Don't be worry for anyone who is afraid that this book will certainly filled the space in your house, you will get it in e-book means, more simple and reachable. This specific The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers can give you a lot of good friends because by you checking out this one book you have matter that they don't and make an individual more like an interesting person. This kind of book can be one of one step for you to get success. This reserve offer you information that probably your friend doesn't learn, by knowing more than various other make you to be great persons. So , why hesitate? We need to have The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers.

Download and Read Online The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja #SU3YLR4FTZ6

Read The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja for online ebook

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja books to read online.

Online The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja ebook PDF download

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja Doc

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja MobiPocket

The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja EPub

SU3YLR4FTZ6: The New Successful Large Account Management: Maintaining and Growing Your Most Important Assets -- Your Customers By Robert B. Miller, Stephen E. Heiman, Tad Tuleja