

GLOBAL ACCOUNT MANAGEMENT: CREATING VALUE

Evelyn Cudmore

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Many companies have established key account management in name but frequently, major customers—whether they are called key, strategic, or global—are.

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It is, of course, vital for global account teams to create value with the client and to stimulate sales but establishing the relationship necessary to.

Central to this new perspective is customer value creation through external customer global markets (i.e. mergers, acquisitions, strategic alliances). 4 Customer account management responsible for relationship building.

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By overcoming them, companies can successfully capture financial upside opportunities and enjoy a deeper relationship with their most important customers. A global account team has to be adept at diagnosing and working within the corporate culture of the client which will itself be influenced by their dominant national culture.

This book illustrates that Global Account Management is about much more than But language is only a small part of the capability. Drawing on widely accepted 'key success factors' for global account management as well as new elements revealed by their research, David Hennessey and Jean-Pierre Jeannet redefine the process global account management around the premise that sustainable value springs only from an expert understanding of the

customer's industry, its structure and its strategy.
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