

Key Account Management And Planning: The Comprehensive Handbook For Managing Your Company's Most Important Strategic Asset By Noel Capon

By Noel Capon

Key Account Management and Planning The Comprehensive Handbook for Managing Your Company's Most Important key account management expert Noel Capon provides

Customers often consolidate vendors in an effort to forge more strategic relationships and reduce costs. To satisfy their needs, you need to provide a key account

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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 Find an extensive collection of Noel Capon or other similar books. The Company. About Us; Contact Us; Newsroom; BookRenter Blog; Support. Rental Agreement; Help; Key Account Management Marketing and Sales Excellence Team Mission: Deliver World Class Key Account & Territory Management Operating model relationship overview

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Capon s Marketing Framework; if not most seasoned sales professionals, to knowledge management, and finally to account management.

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