

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

By Noel Capon

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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Your Company's Most Important Strategic Asset. Noel key account management expert Noel Capon provides Key Account Management and Planning is the

Key Account Management and Planning: The Comprehensive Handbook for Managing Your Company's Most Important Strategic Asset Comprehensive Handbook for Managing

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

Why is it important, now more than ever to develop or review your plan for key accounts? We are in the midst of extremely turbulent economic times, and the

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

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