

# KEY ACCOUNT MANAGER'S Pocketbook

*2nd Edition*

A pocketful of tips,  
techniques and tools for  
those who want to keep  
and develop business  
with important customers

**Roger E. Jones  
& Richard J. Ilsey**



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Enjoy your reading!

# THE KEY ACCOUNT MANAGER'S POCKETBOOK

*2nd Edition*

By Roger E. Jones & Richard J. Ilsley

*Drawings by Phil Hailstone*

“This compact, easy-to-read book on key account management reduces this complex subject to understandable proportions and easily beats most of the dense, convoluted current texts on the topic.”

**Professor Malcolm McDonald, Professor of Marketing Planning, Cranfield School of Management**

“Building long-term customer-supplier partnerships is the foundation of business success. The Key Account Manager's Pocketbook shows you how to do this using proven strategies and techniques. It is a ***must read*** business book.”

**Sahar Hashemi, Co-founder of Coffee Republic and author of *Anyone can do it***

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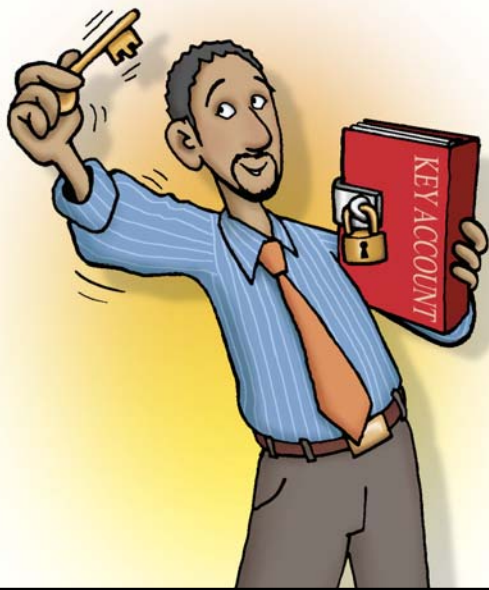
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# THE KEY ACCOUNT MANAGER

## THE KEY ACCOUNT MANAGER

### WHO IS A KEY ACCOUNT MANAGER?



**Anyone who wants to keep and develop business with important customers.**

People like: management consultants, accountants, solicitors, merchant bankers, head hunters, surveyors, advertising and PR executives, stockbrokers, retailers and manufacturers of all types, IT and telecom service providers, travel agents, engineers, publishers, trainers, car salesmen, conference organisers, hospitality suppliers, architects, computer programmers, independent tradesmen, haulage contractors, insurance brokers, fund raisers, printers, media specialists, health service providers, etc.

And, most importantly ...  
**....YOU**



## THE KEY ACCOUNT MANAGER

### WHAT IS A KEY ACCOUNT?



A key account is one of your most important customers - with whom it is crucial to develop and maintain an added value relationship.

To identify which customers are key, decide if the customer/account:

- Is a consistently high revenue producer (remember 20 percent of your customers probably produce 80 percent of your revenue)
- Is offering opportunities to increase sales
- Is looking for a loyal business partner/adviser (you!)
- Is a strategically important industry or market opinion leader

**Key accounts keep your business growing**



## THE KEY ACCOUNT MANAGER

### WHY A KEY ACCOUNT IS IMPORTANT



A key account customer offers long-term potential:

- A constant (and growing) stream of high quality revenue
- Reduced sales costs (it is cheaper to grow your business with existing customers than deploy a sales force to find and secure new ones)
- Targeted planning for the future (having a dependable source of sales will enable you to plan investments for your business)
- Improved knowledge of your marketplace (developed via in-depth knowledge of your key account's needs)

**Nurture your key accounts**