

HARTMUT SIECK

THE STRATEGIC (KEY) ACCOUNT PLAN

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THE STRATEGIC (KEY) ACCOUNT PLAN

How to systematically prepare a strategic plan for your business with your top customers

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About the Author

Hartmut Sieck is a management consultant based in the south of Germany.

Based on his studies in telecommunications, economics and MBA, he developed his career in the industry. He holds international management positions in business development, sales and key account management. Together with his team, he was in charge of the design of key account management structures in a globally organized company.



Since beginning of 2002 he is leading his own consultancy company with a clear focus on key account management and sales in the business-to-business environment. The SIECK consulting group is offering management consulting and training, in the area of key account management and sales, as well as practical sales coaching.

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Hartmut Sieck

How to Benefit Most From this Book

This book is designed to be a practical users guide on how to design and prepare a (key) account plan or, a sometimes called, customer attack plan or customer business development plan. The content is based on our experiences from projects we did with and for a lot of medium size companies, focusing on one market area only and very big globally organized companies with a dedicated Key Account Management organization in place.

The following key questions will be answered in this book:

1. What good reasons are there to prepare an account plan?
2. What is a KAP and how is it structured?
3. What could I use the account plan for?
4. For which customers would it be useful to prepare a plan?
5. How is the plan integrated in the processes of a company?
6. Who should be involved in the preparation of the plan?
7. What are the critical success factors of a KAP?

Based on these fundamental questions, this book guides you through a systematic key account plan step by step.

At the end of each chapter, you will have the opportunity to apply the 'theory' to your own business environment. In case you would like to prepare an account plan with this book, it could be very useful to select the customer before going through the book in detail.

You can go through the entire book to get a complete view on the key account plan. In case you are looking for some background information on a specific topic, the book is designed in such a way,

that you can jump straight forward to the topic you are interested in (for example customer analysis, relationship management , ...). Finally, here is a hint about two boxes you will find in the book.

The first box is called TRANSFER.

TRANSFER

These boxes provide you with the space to apply the theory to your own business environment.

The second box is called the TIP box.

TIP

This box contains practical tips on the main topic of the session.

I wish you success and – since we are dealing with customers – a little bit of fun, while going through this book.

Hartmut Sieck