

Large Account Management ProcessSM

Strategic Planning to Protect and Grow Key Accounts

MILLER HEIMAN[®]

The Sales Performance Company



Miller Heiman Sales SystemSM

BENEFITS

- Grow your client relationships by providing value where it is needed
- Get meaningful, lasting results
- Allocate your resources more effectively with key accounts
- Get accountability with all members of your team
- Increase account retention and long-term stability and growth
- Define and map your largest accounts into manageable segments

THE OVERVIEW

Large Account Management ProcessSM (LAMP[®]) demonstrates how a team effort toward managing complex accounts helps you win. Participants learn how to manage cross-functional teams in ways that clarify roles and responsibilities, boost collaboration, increase effectiveness and ensure accountability.

Recently updated and revised, this program helps you manage and grow accounts considered strategic to you and your company. It also helps you improve relationships between your company and all the individuals within your key accounts.

LAMP[®] shows you how to position yourself with senior people in the buying organisation and deliver the results that matter most. You'll work with your own, real-world accounts to establish realistic revenue targets and devise detailed action plans to reach your goals.

Miller Heiman Pty Limited

- Level 2, 12 Waters Road
Neutral Bay NSW 2089
Sydney, Australia
- P: +61 (0)2 9909 8699
- F: +61 (0)2 9904 4965
- W: www.millerheimanapac.com