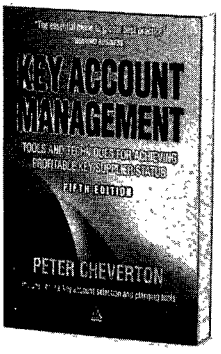
FIFTH EDITION



Key Account Management

Tools and techniques for achieving profitable key supplier status

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CONTENTS

Foreword by Professor Malcolm McDonald ix
Acknowledgements xi
Preface xiii
Preface to the fifth edition xv
About the author xvii
And it was all going so very well... xix

PART ONE Definitions and purpose 1

01 The key account approach 3

02 Why Key Account Management? 10

03 The spectrum of KAM ambition 17

04 What is a key account? 24

05 What is Key Account Management? 30

PART TWO Analysis: opportunity and value 41

06 Knowing the market, knowing your value 43

07 Knowing the people, knowing your value 58

PART THREE Relationship management 67

08 From 'bow-ties' to 'diamonds' 69

09 Decision mapping and contact strategies 94

10 The good, the bad, the sad and the ugly 117

PART FOUR Achieving key supplier status 125

11 The purchasing revolution 127

12 Supply chain management: seeking value 134

13 Purchasing organization: rationalization and centralization 142

14 Supplier positioning: managing suppliers 152

PART FIVE Achieving strategic supplier status 173

15 Being of strategic value 175

16 How are they growing? 184

17 How do they aim to win? 193

18 What drives them? 199

19 A shared future? 207

PART SIX The value proposition 215

20 The customer's total business experience 217

21 The customer's activity cycle 225

22 Measuring the value 236

23 Making the proposal 241

PART SEVEN Planning and joint planning 249

24 The key account plan 251

25 Joint planning 259

PART EIGHT Targeting 263

26 Customer classification 265

27 Customer distinction 287

28 Global Account Management 296

PART NINE Making it happen 303

29 Sins and requirements 305

30 Leadership and organization 310

31 The skills required 323

32 The role of information technology 344

33 Measuring customer profitability 353

34 The implementation plan 364

35 Training and getting further help 369

Index 373

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