

# Large Account Management Process<sup>SM</sup>

Strategic Planning for Protecting and Growing Key Accounts

## Overview

*Large Account Management Process<sup>SM</sup> (LAMP<sup>®</sup>)* reveals how to best manage and grow strategic accounts by bringing the entire relationship into view. This process provides a road map for strategic customer relationships that have growth potential through the development of a one-to three-year plan to guide team selling and customer collaboration efforts.

*LAMP<sup>®</sup>* begins with an analysis of the company's current position within actual accounts to identify discrepancies and develop a shared vision between the buying and selling organizations. The program then delivers a process to document long-term plans for managing key accounts and allocating resources efficiently. As a result of adopting this process, account managers will craft strategies for managing cross-functional teams to clarify roles and responsibilities, boost collaboration, and ensure accountability.

The program also presents a method for enhancing relationships between the buying and selling organizations. Price sensitivity and competitive threats are significantly reduced by managing a customer's perception of the business relationship and mutually identifying the appropriate level of collaboration. *LAMP<sup>®</sup>* helps sales organizations objectively determine this perception and define goals to keep their position as trusted advisors.

## *LAMP<sup>®</sup> Implementation*

Based on the success of clients who have adopted the *Large Account Management Process<sup>SM</sup>*, we have developed a best practice methodology to guide your implementation. *LAMP<sup>®</sup> Implementation* provides the basis for focus, preparation, planning and execution that will increase the success and adoption of *LAMP<sup>®</sup>* into your account management program. *LAMP<sup>®</sup> Implementation* builds additional rigor around *LAMP<sup>®</sup>* by providing the key steps before and after the standard workshop delivery. Contact us at (877) 552-1065 for more information on *LAMP<sup>®</sup> Implementation*.

*LAMP<sup>®</sup>* may be the right solution if your sales organization is trying to:

- Avoid being surprised by the loss of key clients.
- Collaborate across the enterprise to unlock the potential of strategic accounts.
- Transition from vendor to trusted advisor status with strategic customers.
- Ensure that relationships continue in strategic accounts regardless of manager or key sponsor turnover.
- Reverse erosion within key accounts.
- Achieve account growth objectives set by the executive team.
- Improve customer profitability.

## Cross-Functional Account Management

Many departments are involved in the ongoing management of a strategic account, but not every company has a process for collaboration. World-Class Sales Organizations are more than twice as likely to consistently engage with team members to protect these corporate assets.

**Our organization regularly collaborates across departments to manage strategic accounts.**



*"LAMP<sup>®</sup> puts all of our key players on the same page and allows us to focus cooperatively on our goals and objectives. It helps us allocate resources to our focus investments and think strategically about stop investments."*

— Director, Insurance

# Program Facts

## Large Account Management Process<sup>SM</sup>

### Who Should Attend

Any member of the organization involved in account management. This includes sales and sales management as well as post-sales support such as customer service, logistics, and IT. Any department that will have an ongoing relationship with strategic accounts can help advance the customer relationship by implementing the *Large Account Management Process<sup>SM</sup> (LAMP<sup>®</sup>)*.

### How Your Organization Will Benefit

Enable field sales to:

- Analyze the current status of relationships to identify discrepancies and develop a shared vision with customers.
- Align members of the selling team with their counterparts in customer organizations to improve communication and collaboration.
- Learn to set clearly defined sales and relationship goals with measurable results.

Enable sales management and senior leadership to:

- Document multi-year plans to manage key accounts. This allows information to be easily shared across account teams.
- Develop stronger and wider relationships within key accounts. This increases account retention and long term stability and growth.
- Allocate limited resources more effectively.
- Identify and segment divisions of large customer organizations into manageable segments.

### Delivery Options

- Regularly scheduled live public programs (2-days)
- Tailored on site live programs (2-days)
- Blended e-learning and live programs (1-day live)
- Group or self-study virtual programs
- Train-the-Trainer (Client Associate)

### Related Offerings

**Strategic Selling<sup>®</sup>** – Comprehensive strategy for winning complex sales.

**Strategic Selling<sup>®</sup> Government** – *Strategic Selling<sup>®</sup>* tailored to the unique situation of selling to the U.S. government.

**Conceptual Selling<sup>®</sup>** – Communicate effectively to uncover and align with the customer's buying process.

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

**Executive Impact<sup>SM</sup>** – Persuasion strategy for securing executive approval.

### About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.