

# LARGE ACCOUNT MANAGEMENT PROCESS<sup>SM</sup>



Miller Heiman Group

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*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 preserve their position as trusted advisors.

### **LAMP<sup>®</sup> Implementation**

Based on the success of clients who have adopted *LAMP<sup>®</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. .

### **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 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.

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## Who Should Attend

Any member of the organization involved in account management. This includes sales and sales management, as well as post-sales support associates such as those in 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 salespeople 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 managers and senior leaders to:

- ▶ Document multi-year plans to manage key accounts, allowing information to be easily shared across account teams.
- ▶ Develop stronger and wider relationships within key accounts, increasing 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)
- ▶ Train-the-Trainer (Client Associate)



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## About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.

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