

Download File PDF Key Customers How To Manage Them Profitably

#Jenny



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Cool! I'am really happy

#Markus Jensen



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#Diego Butler



so many fake sites. this is the first one which worked! Many thanks

Managing key relationships profitably

- Implement key account management strategies based on lifetime value:

		LIFETIME REVENUES	
		High	Low
COSTS TO SERVE	High	MANAGE: Cost reduction if appropriate e.g. buy over internet. Discuss costs with customers.	COST REDUCTION: Reduce costs to serve, visit frequency, cheaper channels. Then, increase revenue. Possibly, divest.
	Low	RETAIN: Defend from competition, erect barriers to exit, share data, longer-term contracts, relationship pricing	INVESTIGATE: Increase share of spend. If not possible, contain costs to serve.

- Manage defection of profitable customers
- Manage acquisition of unprofitable customers

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