



Key Account Management in Financial Services

Peter Cheverton, Bryan Foss, Tim Hughes, Merlin Stone

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* Market-specific to financial services * CD Rom providing KAM analysis software, and access to further support. * Practical tools, both in the text and the CD-ROM Building on the success of Peter Cheverton's generic book, *Key Account Management*, (now in its third edition), *Key Account Management in Financial Services* follows a broadly similar structure but is aimed at sales and marketing people in the financial services (FS) sector. Designed for practitioners and managers responsible for implementation, the focus is on "making it happen," using real examples to illustrate tools and models, and to highlight success and failure. The book takes the readers through a developing process of understanding, analysis, planning, implementation, and performance monitoring, matching the development over time of their own plans. It is intended to be used as a "before, during, and after" guide to practical implementation. Targeted narrowly on financial services, the book addresses the changing environment and the new imperatives for KAM -- the rising cost of sales, regulatory bodies, globalization of customers, new customer organizations; the buying process in Financial Services; "Competitor Replacement Strategies," a particular feature of the FS market. Also included are a much expanded section on E-commerce and the Internet, and one on the management of non Key Accounts, vital to the success of any KAM strategy in these markets

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