



Why Key Account Planning?

"In the long history of humankind, those who learned to collaborate and improvise most effectively have prevailed"!

Quote attributed to Charles Darwin

To be successful against competition, Vendors must collaborate with Customers to achieve the business and tactical objectives of each.

Key Account Planning Value Proposition

To: Help vendors create lasting customer relationships that focus on mutual customer-vendor business and personal objectives,

By: Creating and continuously updating mutually developed plans whose primary goals are to achieve customer business objectives, including both C-level and tactical customer personnel, by utilizing a proprietary common-sense process called ***Key Account Planning***,

So that: The vendor and customer coordinate mutual resources and activities to achieve customer objectives with the following results:

- increased customer satisfaction,
- increased alignment of customer business objectives & tactics,
- increased vendor revenue,
- increased customer trust and loyalty, and
- customer partnerships that reduce competitive encroachment.

The ***Introduction to Key Account Planning*** (included in this LinkedIn profile) describes the basics for the development, implementation, and updating of Joint Customer-Vendor plans that have proven to achieve each of these above objectives.

Note: The author has implemented the ***Key Account Planning*** process, formerly referred to as Joint Customer Planning, with great success over many years, with both major global and smaller enterprises. His focus has been applied primarily in the IT industry for the application of vendor products and services technologies across virtually all industries, both domestic and international.