

LARGE ACCOUNT MANAGEMENT PROCESS

The **Large Account Management Process**, better known as **LAMP**[®], is a customer-centric, business planning process for managing your relationships with your most significant accounts. This business planning process provides a road map for strategic customer relationships that have growth potential through the development of long-term plans to guide team selling and customer collaboration efforts.

LAMP begins with an appraisal of how segments of Strategic Accounts perceive the value that a selling organization brings them today, and then builds an actionable strategy based on what the two entities would mutually like the relationship to become. The program delivers a process to document long-term plans for managing Strategic 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.

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 helps sales organizations objectively determine this perception and define Relationship Goals to preserve their position as trusted advisors.

Stages of a LAMP Initiative

Participants in LAMP are guided through five stages of the process that build upon one another. A LAMP initiative is centered around a Strategy Session that is preceded by important data gathering, and followed by Execution Milestones.



LAMP supports organizations in their efforts 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 Strategic 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 should attend. 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* (LAMP).

How Your Organization Will Benefit

Enable account managers to:

- ▶ Analyze the current status of relationships to identify value perception 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 Relationship Goals with measurable results.

Enable sales managers and senior leaders to:

- ▶ Document multi-year plans to manage Strategic Accounts, allowing information to be easily shared across account teams.
- ▶ Develop stronger and wider relationships within Strategic 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 (two days)
- ▶ Private engagements (two days on site; six month initiative)
- ▶ Client Facilitator Certification

About Miller Heiman Group

Miller Heiman Group is the global leader in providing organizations sales methodology plus sales technology to drive revenue and change business outcomes. The company's training, consulting, technology and research solutions align process, people, tools, data and analytics to prepare sales and service organizations for the future of selling.