# Our Account Management Model

**Analysis, planning the account management approach to a specific customer**

1 Analysis of an account using strength attractiveness model

2 Analysis of how the account positions you as a supplier

3 Set objectives for level on the "Account Relationship Development" scale

**Detailed planning and implementation**

4 Account Maintenance → 5 Account Development

Action Plan

- Managing resources
- Measuring "performance" against customer criteria
- Planning and managing account reviews
- Maintaining / developing contact relationships

Managing Knowledge & Information

Development Plan

- Short, mid, long term goals
- Defining the strategy
- Defining and securing resources
- Action plan
- Developing knowledge of the account
- Developing the contact network

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