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The Gold Sheet is designed to assist you in managing your long-term account relationship and is launched from the account record in your CRM. Using the Gold Sheet will increase your productivity as well as improve your ability to effectively manage your long-term account relationships: Fig. 28, Gold Sheet Overview

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Large Account Management Process Training Course (Gold Sheet) Collaborative engagement and development process between customer stakeholders and sales organization to maintain

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and grow revenues in your key accounts bdm is a Miller Heiman consulting partner 2 day classroom programme

Large Account Management Process Training Course (Gold Sheet)

Using Miller Heiman Group's Gold Sheet analysis and strategy, LAMP® teaches organisations how to build actionable account management plans that ensure success for both sellers and their customers. The LAMP® initiative covers three key stages of account management: data gathering, strategy sessions and execution.

Large Account Management Process - Miller Heiman Group

When Miller Heiman introduced the Blue Sheet in 1978, it revolutionized the sales industry because it gave sellers a practical and consistent framework for applying the innovative Strategic Selling® methodology. Before the Blue Sheet, sellers relied on instinct to navigate the sales process, using a series of best guesses to identify ...

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Our new sales analytics platform, Scout by Miller Heiman Group uses data and analytics to support the methodology of Conceptual Selling®.

Conceptual Selling® | Sales Training | Miller Heiman Group

Miller Heiman Group provides the sales training, consulting, technology and research sellers need to stay one step ahead of disruption. We're embraced by the world's most successful sales and service organizations because we deliver results – no matter what comes next. The future of selling is here. Are you ready to join us?

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