

Key Account Management - Schlüsselskunden Kompetent, Zuverlässig Sowie Kostenoptimiert Betreuen: Schlüsselskunden Kompetent, Zuverlässig Sowie Kosten - Daniel Kaumanns

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Jedes Unternehmen ist in starkem Maße von seinen Schlüsselskunden abhängig. Wechselt ein Schlüsselskunde zu einem Konkurrenzanbieter, bricht ein großer Teil des Umsatzes und Gewinns weg. Daher ist es für jedes Unternehmen zwingend notwendig, seine Schlüsselskunden kompetent, zuverlässig sowie kostenoptimiert zu betreuen und versorgen. Es ist unabdingbar, die Vertriebsstruktur auf die Betreuung der Schlüsselskunden auszurichten. Da es jedoch verschiedene Organisationsformen gibt, ist es für das Unternehmen eine strategisch sehr bedeutende Frage, für welche Organisationsform man sich entscheidet, um den Bedürfnissen der Schlüsselskunden am besten gerecht werden zu können. Die Entscheidung für eine falsche und damit nicht optimal praktikable Organisationsform kann für ein Unternehmen existenzielle Probleme hervorrufen. Dies ist gerade bei kleineren Unternehmen der Fall, da sie i. d. R. nur über einen oder wenige Schlüsselskunden verfügen und nicht in der Lage sind, strategisch falsche Entscheidungen kurzfristig zu kompensieren. Um dies zu vermeiden, ist der auszuwählenden Organisationsform des KAM und der damit verbundenen Betreuung der Schlüsselskunden eine große Bedeutung zu widmen. Author: Kaumanns, Daniel Publisher: GRIN Verlag Illustration: N Language: GER Title: Key Account Management - Schlüsselskunden kompetent, zuverlässig sowie kostenoptimiert betreuen: Schlüsselskunden kompetent, zuverlässig sowie kosten Pages: 00030 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638375801 Category: Business & Economics : Management - General

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