

HOW TO HOLD ON TO YOUR MOST IMPORTANT
CUSTOMERS — AND KEEP THEM GOING
STRONG — IN TODAY'S MARKETPLACE



SUCCESSFUL LARGE ACCOUNT MANAGEMENT



ROBERT B. MILLER AND STEPHEN E. HEIMAN
WITH TAD TULEJA

METHODS OF STRATEGIC SELLING AND CONCEPTUAL SELLING

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Successful Large Account Management

**Robert B. Miller, Gary A.
Williams, Alden M. Hayashi**



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more crucial than ever Channels of Communication The right contacts and communication lines will help you make key
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succeed in today s business world of tough and fast decision makers how a statement is made can be more important than
what it says Even the best ideas face resistance and rejection as all too often people make the mistake of focusing solely on
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