



Member Account Management

Georgia Institute of Technology | Milwaukee School of Engineering | North Carolina A&T State University | Purdue University
University of Illinois, Urbana-Champaign | University of Minnesota | Vanderbilt University

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What is Account Management?

- Per Wikipedia; The account manager builds client relationship by acting as the interface between the [customer service](#) teams and sales teams within a company. The goal is to maintain the company's existing relationship with a client or group of clients, so that they will continue using the company for business. The account manager also tries to identify potential new clients and business opportunities and to persuade new customers to place business with the company.
- Account managers are responsible for working with clients to identify their needs and work out how the company can best meet those requirements, in order that the client does not decide to place business elsewhere. Normally an account manager looks after existing [customers](#) (called "farming") and leaves the creation of new accounts to the [sales](#) team (called "hunting").

What is Key Account Management?

- Per Wikipedia: Key account management includes sales but also includes planning and managing the full relationship between a business and its most important customers. An account manager who works in this role will engage in a variety of tasks including [project management](#), coordination, [strategic planning](#), [relationship management](#), negotiation, leadership and innovative development of opportunities, keeping record of transaction of sale and purchase goods.

Our discussion this morning

- Finding the right contacts... How do you know they are the right contacts? – Leonard
- Defining and articulating the value proposition. – Erik
- Managing Expectations – Rad
- Fill in the gaps.
 - Key account (member) management – How do you decide who you might want to manage more strategically? Why?
 - Managing the center for strategic alignment to accounts
 - Resolving issues
 - Building relationships