

**STRATEGIC CUSTOMER MANAGEMENT: STRATEGIZING
THE SALES ORGANIZATION**

Joanna O. Lantis

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Marketing and Strategic Management

Strategic Customer Management: Strategizing the Sales Organization / Nikala Lane. Swansea University Author: Lane, Nikala. Abstract. Strategic Customer.

Volume 17, - Issue Strategic Sales and Strategic Marketing initiatives ; and, an international perspective on managing sales and customers.

business performance is particularly significant when strategic customer Sales performance, strategic sales organization, sales force management, value.

An efficient organization and management of sales activities corresponding to of developed customer portfolio and strategies for key account management.

This presentation would be based on the book: Nigel F Piercy and Nikala Lane, Strategic Customer Management: Strategizing the Sales organization, Oxford.

Related books: [The Explorers](#), [The Goopy Ghost of Halloween](#), [The Hardy Boys #14: Haley Danelles Top Eight! \(Hardy Boys Graphic Novels\)](#), [\(I Wish I Was In\) Dixie](#), [Nacer de Nuevo del Agua y del Espíritu \(Spanish Edition\)](#).

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What is the direction and state of four innovations? The Power to Change Things 9. Customer advocates can be a lucrative avenue for your company to sell products and thus generate revenue, so determining the extent to which your company capitalizes on these relationships can help assess the effectiveness of your distribution strategy as a .