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- A strategic account manager (also called a major account manager, key

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account manager, national/global account manager) is the guardian of the strategic customer relationship, orchestrating the deployment of corporate-wide resources to provide comprehensive products, services, and solutions to the strategic account.

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key account management programs look like?" Done right, better key account programs can obtain more customer volume at lower discounts while not adding to costs. It all comes down to the behavior of the key account managers. These programs go by different names: key accounts, national accounts, strategic accounts, global accounts, etc.

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handbook is the intersection of the Account Management process with the Trade Risk Management Process. The operating procedures by their very nature embody the risk management steps of collecting data, analyzing and

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assessing risk, prescribing action, and tracking and monitoring. Thus, by employing the procedures set forth in these pages, account

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