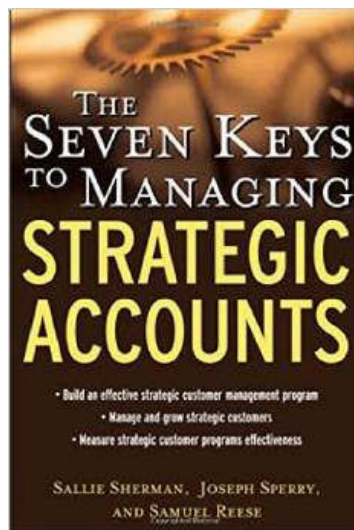
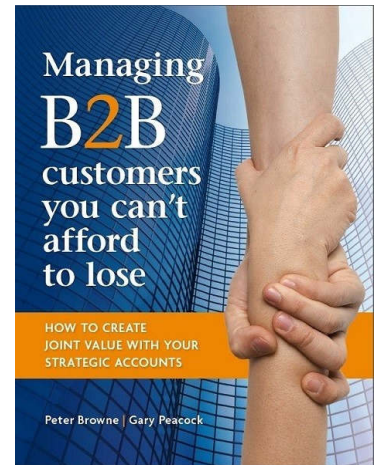


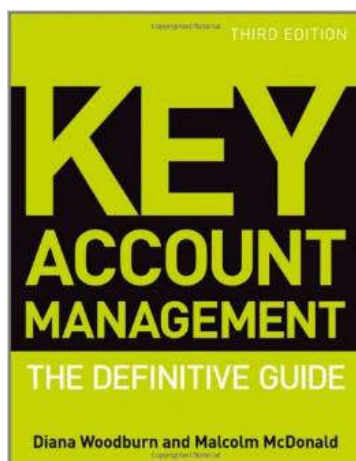
5 books to manage and grow your profits.

Gary Peacock, Head of Innovation and Research at Gordian Business is always looking for new insights to develop and grow his customer's profits. Strategic Account Management has proven the most effective way to build relationships and profits for his most successful customers. Through his experience he has co-authored a book on managing strategic accounts to help businesses through the practical implementation of what can be a very complex process - **Managing B2B customers you can't afford to lose** by Peter Browne & Gary Peacock.



1 Sherman, S., Sperry, J. and Reese, S. (2003). *The seven keys to managing strategic accounts*. 1st ed. New York: McGraw-Hill.

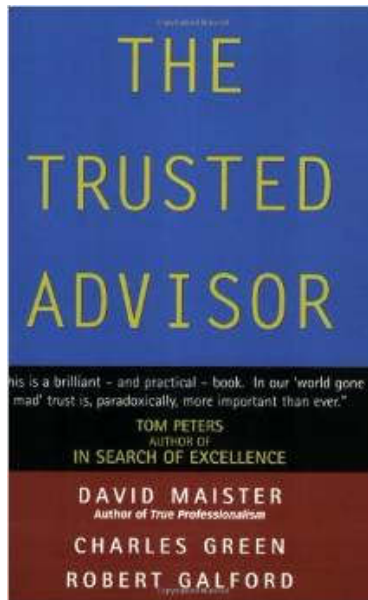
A great introduction for starting key Account Management. One of the few books to cover the tricky question of how many accounts can you manage. Typically, many companies try to manage far too many accounts.



2 Key Account Management: The Definitive Guide, by Diana Woodburn (Author), Malcolm McDonald (Author), 3 ed, 2011

A comprehensive text filled with models and frameworks. Heavily influenced by McDonald's excellent book Marketing Plans. People in the early stages of Key Account Management will find the book overwhelming because it is too detailed. It does contain a thoughtful chapter on the buyer's perspective which will help

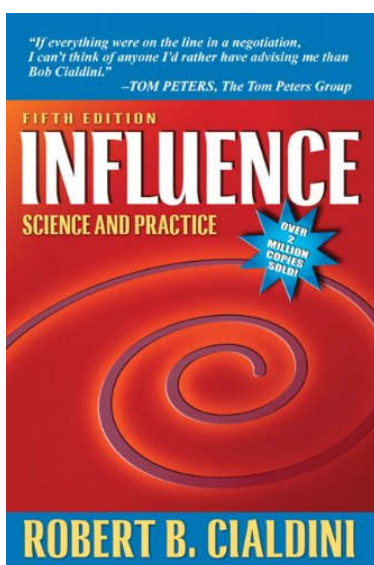
companies select companies who will value their offerings. People with mature or advanced Key Account programs will find it is useful for ideas and insights.



Maister, D., Green, C. and Galford, R. David H. (2002). The trusted advisor. 1st ed. New York: Free Press.

3

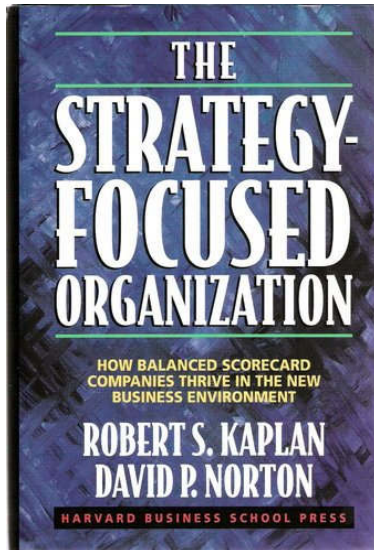
You need to find ways to add value beyond your products and services. We call this strategic value. To add strategic value you must meet with the C-suite and help them. They do not want you to sell them products and services. So, throw away books about selling to the C-suite because those books will not help you build a relationship. If you want to build a relationship to keep out your competitors, give the C-suite insights and ideas to help them improve their business results independently of your products. Maister's book is filled with tips on how to get the C-suite to see you as a trusted advisor.



Robert, B. Cialdini (2008). Influence Science and Practice. 5th ed. Pearson Education Inc.

4

To influence executives and build relationships beyond product you need advanced influence skills. This book is filled with research and practical examples on how to influence. If you're serious about growing your profit then you need to get better at influencing executives, so you must read this.



5

Robert S. Kaplan and David P. Norton (2001). The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive In the New Business Environment

A key part of growing profits is learning to think more like an executive. Your customer's executives want to be successful with their strategies. To be successful with their strategies, they need to get things right in four elements of their business: financial, customer, operations and people.

Even if you don't read the words and only look at the diagrams and tables, then you will get insights. Insights into the critical elements that executives need to manage well —financial, customer, operations and people. Armed with these insights you can search for ways to help executives deliver their strategy. Also, armed with these insights you can ask executives questions that show you understand their strategy and understand their business. Critically, you can show the executives you are interested in making their business more successful. Do this well and you will grow your profits.

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