

Contents

Foreword	vii
Acknowledgments	xiii
About the author	xvii
Introduction	xix
Part I STRATEGY	1
1 The big picture	3
2 The purchaser's view	27
3 The B2B relationship box	51
Part II USING THE RELATIONSHIP DEVELOPMENT BOX	71
4 Strategic relationships	73
5 Prospective relationships	97
6 Tactical relationships: the power of low touch	117
7 Cooperative relationships	137
8 The end of relationships	153

Part III STRATEGIC FOCUS FOR 21ST-CENTURY SALES MANAGEMENT	173
9 Reputation management	175
10 Working with marketing	197
11 Leadership	217
12 Process management	239
Bibliography	267
Index	281