

Editorial Journal of Key Account Management?

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It would be unthinkable for companies not to know the profitability of their product portfolio, yet many companies have little or no idea of the profitability (or the lack of it) of the relationships they have with their most important customers. The second article for the Journal of Key Account Management is provided by Diana Woodburn and deals with the crucial issue of relational profitability.

The article explores the reasons why it is necessary to gauge the profitability of key strategic customer relationships and why it sometimes proves to be very difficult. It then goes on to offer practical advice on identifying and allocating the costs associated with key account management in order to assess profitability and discusses how these data can be used as a strategic tool that drives decision making in order to improve efficiency and productivity.

Kevin Wilson and Richard Ilsley

Diana is Principle at Marketing Best Practice and Visiting Fellow at Cranfield School of Management, Cranfield University, U.K. She researches, writes, teaches and consults in Key/Strategic Account Management. She started exploring the subject in 1997, and in 1998 she set up Cranfield's KAM Best Practice Club. She has taught thousands of key account managers and directors about KSAM and developed much of the teaching material used in the subject. Her prior career in marketing covered a wide range of sectors and continents.

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