



Are KAM Relationships an Outcome of Strategic Communiqué?

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Abstract

The extant literature establishes the influence of strategic communication on firm's performance. With a view to expand the horizon of comprehension, this exploration postulates and quantitatively examines the conceptual model relating to communication routine followed by KAM executives and their impact on strategic sales associations by considering the potential influents like – role performance, credibility and problem resolution. The exploration is set among the organizations implementing key account management strategies in managing their strategically important customers. The outcomes unveil numerous implications for academic researchers and practicing managers.

Keywords: Key Accounts, Key Account Management, Role Performance, Strategic Sales Relationships, KAM Strategies.

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