

Vendre aux grands comptes

Stratégie de négociation d'affaires
face à des structures complexes

René MOULINIER

2^e édition

Enchevêtrement des relations
Décrypter les jeux d'influence
Évaluer les forces en présence
Comprendre l'impact de l'influence du chargé d'affaires
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Structures complexes
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Débloquer les verrous
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Négocier pour des grands contrats

Pluralité des personnes
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Négociations multiples

EYROLLES

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Evelyne Platnic-Cohen



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Du Rêve à la Réalité Alan Spade, Comment je suis pass d auteur wannabe en 2008 se r servant encore la possibilit d tre publi traditionnellement un romancier auto dit temps plein d s 2014 et l assumant pleinement Avec pour l instant au compteur six romans dont quatre traduits en anglais et deux recueils de nouvelles le tout vendu plus de 12 500 exemplaires papier et plus de 5000 ebooks Entre 2008 et 2023 quinze ans d apprentissage d exp rimentations de combats et de d dicaces Quinze ans de magnifiques rencontres avec les lecteurs Comment d auteur militant pour la cause des auteurs auto dit s mais ne les repr sentant aucun moment j en suis venu me ranger derri re l id e de revenu universel inconditionnel qui me semble pr sent la seule id e valable pour une vraie justice sociale pour tous En d couvrant cette tr s large s lection de 193 articles de mon blog maill s de conseils pour les auteurs vous verrez combien l id alisme se confronte chez moi cette volont de mesurer mes id es l aune de la r alit du terrain Le principe d imposer un rapport de force favorable aux auteurs coule alors de source Le chemin que je vous propose d arpenter avec moi vous conduira ainsi du r ve la r alit Alan Spade **Vendre aux grands comptes** René Moulinier, 2015-10-08 La tactique de n gociation est d licate laborer par quel personnage faut il engager les pourparlers Comment conduire la manoeuvre d ensemble Comment parvenir influencer celui que l on ne rencontrera peut tre jamais Comment viter de se heurter un verrou Comment valuer les forces en pr sence Comment identifier le v ritable d cideur Et encore comment mesurer l tat d avancement de la n gociation et cerner pr cis ment tout ce qui fait obstacle Le pr sent ouvrage propose un dispositif d analyse de compr hension et d action m thodique et rigoureux pour r duire les al as propres toute n gociation avec des organisations importantes et pour maximiser les chances de succ s Le lecteur trouvera notamment dans ce livre l approche de l organisation comment analyser la structure humaine et organisationnelle de prise de d cision au sein du grand compte comment tre inform en permanence sur les volutions internes des personnes influentes sur les effets produits par les interventions du fournisseur et sur les effets obtenus par ses concurrents afin de manoeuvrer avec finesse et efficacit *Vendre aux grands comptes 4e édition* Evelyne Platnic-Cohen, 2020-02-27 Ce manuel indique tout ce qu il faut savoir sur les grands comptes pour travailler avec eux Les r les et missions du responsable grands comptes mettre en place les relations avec un grand compte organiser l quipe grands comptes analyser l environnement du grand compte ma triser les processus de d cision organiser la prospection la gestion des donn es d fendre son plan de compte Comment armer mon entreprise quelle que soit sa taille et quelles sont les r gles pour travailler avec eux Comment les fid liser Comment se distinguer de ses concurrents L ensemble des aspects de la relation avec le grand compte est ainsi d crit et d taill l aide d illustrations et d exemples L auteure partage plus de 30 ans d exp rience la fois comme consultante mais aussi comme la premi re commerciale de son entreprise Destin aux commerciaux et aux entrepreneurs cet ouvrage leur permettra d enrichir leurs connaissances l aide de m thodes et outils op rationnels Les tudiants des fili res commerciales en feront une source d apprentissage et de progr s rapide **Vendre aux grands comptes** René Moulinier, 2001 Ce livre propose une m thode de

nociation fondée sur les particularités des grands comptes multiples participants la décision difficile de brouiller le cheveu des relations internes chez le client important opacité des critères de choix du fournisseur manque d'information sur la position des concurrents Vendre aux grands comptes présente de façon claire et rationnelle une méthode d'analyse du centre d'achat une méthode d'analyse de la situation du fournisseur tout moment de sa relation avec le grand compte des exemples de formulation des listes guide directement exploitables Les principaux clients de Ren Moulinier multinationales françaises et étrangères suivis pendant plusieurs années illustrent avec éloquence le savoir-faire de l'auteur pour tabler la relation négociée et vendre aux grands comptes

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