

In Focus



Kaj Storbacka, Professor Sales and Account Management at Nyenrode: “Sales has become a boardroom issue”

Over a dozen partners to sponsor Chair on Sales & Account Management

Over a dozen companies have decided to support the Nyenrode Chair on Sales & Account Management. The chair is supported by Aon, United Capacity, Ahrend, ING, Nashuatec, ISBW Schouten & Nelissen, Philips DAP, Vectia and the Dutch Sales Management Association, amongst others. The objective for the Nyenrode chair for Sales and Account Management is to strengthen the position of the Sales and Account Management profession, and to assess the state of the art in practice, research and education. The chair aims to build tools and frameworks that support the practical implementation of new practices and will support top educational programs in the area of sales and account management, such as the Nyenrode Sales Leadership Masterclass.

Professor Storbacka said at the signing of the contracts: “Sales is changing rapidly under the pressures of a networked and increasingly global economy. Traditional relationships with customers are in flux, with less differentiation in offerings and on the other hand a stronger purchasing function. Nyenrode has recognised Sales

as it should be: a difficult, highly competitive profession, which requires the same degree of focus, education and research as any other”.

The Nyenrode Center for Supply Chain Management will host the chair for Sales and Account Management. Prof.dr. Ed Peelen, Director of the Center: “Sales and Account Management need to take a more strategic role in all companies, as fewer and larger customers exercise strong buying power in order to assess vendors on their contribution to value ones own core processes, or the diminishing of costs. Thus, the Sales function becomes the driver of customer oriented, customer centric growth strategies”.

A Benchmark study on Account Management will be directed to define the requirements of ‘world class’ Sales and Account Management. Sponsoring companies will be able to benchmark their performance, practices and processes and can benefit from analysis on elements like account selection, sales and account business planning, customer oriented offering, metrics and reporting structure, reward systems.

Professor Kaj Storbacka is lecturer at the Swedish School of Economics and Business Administration. He is a member of the Board of Directors of the Strategic Account Management Association in Chicago.