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## **BaoSteel attempts key account manager system**

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Baosteel Co Ltd launched the trial of key account manager system. As the steward for the counterpart sole key customer, the key account manager listens to the demands externally and is responsible for the general coordination and implementation internally in case of urgent demand, he can also contact the senior executives directly through the green channel, so as to rapidly and effectively satisfy the demands of the key customer in an all round way. 10 strategic customers are the first to enjoy the service of total process steward.

In recent years, the customers demands for steel varieties become more and more diversified. Baosteel Co Ltd used to adopt the sales mode of special departments and units dealing with the customers directly, but is apt to give rise to the problems such as many channels for contact and complicated process which can not satisfy the customer demands.

In order to speed up the response speed, with the attention from the senior executives of Baosteel and under the support of Human Resources Department and Baosteel International, Marketing Management Department devised the operating system of key account manager through careful investigation and analysis, so as to provide centralized exchange interfaces for the customers with the demands for multi variety products, centralize the advantages in resources for coordination and guarantee and realize win to win for the cooperation between both parties and sustained stable development.

Unlike the functions of customer's representatives who are stationed in the customer site to be responsible for tracking and information feedback of customer's application, the service range and authority of key account manager are wider.

According to the regulations of the rules, they are the sole representative for key customers, take the prime responsibility for the service before during and after the sales of Baosteel products and can independently handle and coordinate all the issues involving the key customers. In particular, they can make full use of the right to coordinate the dispatch and allocation of various internal resources for production, sales and R&D of Baosteel. They do their work regularly and irregularly to satisfy the various demands of the customers uninterruptedly.

In case of especially urgent demands, the relevant leaders of the company reserve the green channel for key account managers to directly seek the approaches for settlement.

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