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The Gold Sheet is designed to assist you in managing your long-term account relationship and is launched from the account record in your CRM. Using the Gold Sheet will increase your productivity as well as improve your ability to effectively manage your long-term account relationships: Fig. 28, Gold Sheet Overview

Gold Sheet Overview | Knowledge Base

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## Large Account Management Process Training Course (Gold Sheet)

Using Miller Heiman Group's Gold Sheet analysis and strategy, LAMP® teaches organisations how to build actionable account management plans that ensure success for both sellers and their customers. The

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LAMP® initiative covers three key stages of account management: data gathering, strategy sessions and execution.

## Large Account Management Process - Miller Heiman Group

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