

# Press Release

The INSIGHT Group

4/26/2023

*Building INSIGHT's Thought Leadership*



## **New Book on Strategic Account Management Co-authored by Gus Maikish, Managing Partner at *The INSIGHT Group***

***The INSIGHT Group* announced today the recently published book **Customers Win / Suppliers Win: Lessons from one of IBM's Most Successful Strategic Account Managers**, co-authored by Managing Partner, Gus Maikish.**



Managing strategic accounts is vital to the success of an enterprise. This book combines the practical experience of a successful senior account manager (Gus) and academic expertise and research (Noel) to describe the strategies and tactics needed for excellence in account management. It shows how to achieve a win-win program that leads to tremendous value for the customer and growth in revenue for the supplier.

### **From the Publisher:**

*Written by Noel Capon, the world's leading academic expert on account management, in tandem with Gus Maikish, an extraordinarily successful IBM global account manager, this new book provides an A to Z primer of account management excellence. Insights include how the discipline's significant intellectual capital demands, leadership requirements, and underappreciated ethical dimension are keys to achieving win-win outcomes for suppliers and customers.*

For more information on *The INSIGHT Group*, visit our website at [www.insight-group.com](http://www.insight-group.com)

To receive a special 20% discount on *Customers Win / Suppliers Win* or to schedule a consultation with the author, please contact us at [SAM@insight-group.com](mailto:SAM@insight-group.com).

*Are you looking to implement world-class Strategic/Global Account Management in your business?* The Insight Group [Strategic Account Management practice](#) has assisted numerous clients to design and launch strategic account programs. The practice is comprised of experienced sales leaders and executives using proven methodologies and best practices. Meet our [Team](#) and/or reach out directly at [SAM@insight-group.com](mailto:SAM@insight-group.com).

#### Contact Information:

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## The INSIGHT Group

*The INSIGHT Group* is a 'Best Practices' management consulting firm. We create client value through the development and execution of profitable, high-growth strategies, business plans and implementation support for all elements of our clients' businesses. With the rapid infusion of digital capabilities & computing infrastructure into the Services Business Model coupled with the current drive to provide / deliver more elements remotely, INSIGHT has taken a leadership role on understanding how this change is presenting substantial opportunities for both providers and users of fee-based services. We continually study the market to understand what new innovations are being developed and deployed, identifying what's is working and what's not. We use that knowledge to continually improve our industry "best of class" practices and processes. We deliver these innovative capabilities through our experienced industry thought leaders.

Our consulting and implementation services expertise help clients transition to a more responsive and competitive business model. Key to this transformation and our record of consistently delivering business value is our knowledge and operational understanding of the "Solutions & Services" business model. INSIGHT is uniquely positioned to deliver significant value to product focused firms who are aggressively pursuing a services and solutions strategy to complement their legacy product strategy. This includes designing and helping to implement best-in-class global sales coverage and plans that optimize services, solutions and product success.

Our highly skilled consultants have demonstrated successful achievements as line and staff executives in Fortune 50 enterprises plus our consulting practices, methodologies, and business processes have been proven in field use with multiple clients. Engagement successes to date have been with enterprises in the Information Technology, Telecommunication, Distribution, Manufacturing, Process, Agriculture and Healthcare industries.

INSIGHT's client list includes some of the world's most successful firms.... DuPont, IBM, HP, Siemens, Xerox, Tech Data, BMC Software, Becton Dickenson, J&J, Keysight, Pioneer Hi-Bred, Syngenta, Avnet, and many small and medium size firms.

*For more information on The INSIGHT Group, visit our website at [www.insight-group.com](http://www.insight-group.com)*