Category

Commercial Excellence

Commercial Excellence for Global Key Partner Accounts Playbook

Coordinating a global partner account across regions so it feels like one relationship, not several

- Executive
- Advanced
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- Administrator
- 16 August 2018
- 3 minute(s)

Overview

A framework for commercial excellence with global key partner accounts — coordinating relationship management, commercial terms, and engagement consistently across regions, avoiding the common failure mode where regional autonomy produces a fragmented, inconsistent experience for partners operating globally.

Why do global partner relationships often feel fragmented to the

partner, even when each regional relationship is individually well-managed? Without deliberate cross-regional coordination, each region often manages its slice of the relationship independently, producing inconsistent commercial terms, messaging, and engagement quality that the partner experiences as fragmented, even when no single region is managing its piece poorly.

What's the key tension in managing global key partner accounts?

Balancing genuine regional autonomy — necessary given real local market differences — against the coordination needed to produce a coherent global relationship experience for the partner, rather than resolving this tension by defaulting entirely to one extreme.

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