

MARY ROSE GORB

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Cultivating **H**ealthy Account
 Relationships by **M**anaging Engagement
 and **D**evelopment

coop NATCCO

National Confederation
 of Cooperatives

Boom San Agustin
 - sales Edge Pro

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MODULE 1:
Introduction to Account
Relationship Management (ARM)



Introduction to ARM

What is Account Relationship Management?

Business - Flow of Money

ARM - is the work of making certain that a good relationship continues bet - a company and its most important customers.

The ARM Cycle

