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Key account Created Jan 22, 2019 (05:44) by Unknown User (Sylvain Michel Alexandre Pingont)

Definition

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Current or potential account who represents a major & strategic part of Solvay's growth potential and contribution, with an important marketing stake for Solvay, being a reference in the market and willing to partner with Solvay, (e.g. on innovation), and a global, regional or local customer with a complex relationship to manage (historical relationship, culture, multiple influencers,...)

Label(s)

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