



# **The Assessment Centre method to the selection of Key Account Managers under aspects of the Transaction costs**

*Uwe Schindler*

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Seminar paper from the year 2008 in the subject Business economics - Personnel and Organisation, grade: 1,3, The FOM University of Applied Sciences, Hamburg (MBA / HR / Prof. Dr. Niehus), course: Master of Business Administration (MBA), 28 entries in the bibliography, language: English, abstract: Executive Summary

To create long-term and sustainable successful relationships to key customers (Key accounts) are one of the main figures in successful business in industrial sales and marketing. To solve this challenge special Key Account Managers with special key qualifications are necessary. To select and recruit these Key Account Managers the tool of the Assessment Centre is helpful. Standardized Assessment Centre does not lead to a selection of the most of the key qualifications of Key Account Managers, because no standardized tests exist. Therefore companies using the Assessment Centre method to select Key Account Managers have to design the Assessment Centre in that kind that it measures the necessary key qualifications and tasks. All the necessary activities regarding the pre-phase of contractual conclusions, like the Assessment Centre to the selection of the right person, develop Transaction costs which can have an impact to contractual transaction after a decision as well. How to design the AC to measure the key qualifications of Key Account Managers and to achieve by this way a minimization of the TAC is the main question answered in the assignment.

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