

Selling and sales management

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=12940&lokasi=lokal>

Abstrak

Development and role of selling in marketing -- Sales strategies -- Consumer and organisational buyer behaviour -- Sales settings -- International selling -- Law and ethical issues -- Sales responsibilities and preparation -- Personal selling skills -- Key account management -- Relationship selling -- Direct marketing -- Internet and IT applications in selling and sales management -- Recruitment and selection -- Motivation and training -- Organisation and control -- Sales forecasting and budgeting -- Salesforce evaluation.