

Sales excellence: systematic sales management

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Abstrak

[This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This book considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function. The book includes many useful tools and guidelines and is enhanced with numerous examples, that help bring the concepts to life and make them very approachable for the trade market. A checklist-based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress as concepts are applied over time. , This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This book considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function. The book includes many useful tools and guidelines and is enhanced with numerous examples, that help bring the concepts to life and make them very approachable for the trade market. A checklist-based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress as concepts are applied over time.]