

## World-class selling: new sales competencies

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20441120&lokasi=lokal>

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### Abstrak

Delivers the research-based criteria for sales teams interested in selling effectively against a business environment. This guide is suitable for professionals working with or within the sales organization who have influence on the structure, processes, policies, and culture of the sales team and the sales and service culture of the organization.