

Fundamentals of sales management for the newly appointed sales manager

Schwartz, Matthew, author

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Abstrak

Based on the bestselling American Management Association seminar, Fundamentals of Sales Management for the Newly Appointed Sales Manager helps sales professionals quickly and easily develop the skills they need to succeed in their new managerial roles. Readers will learn how to: * Make a smooth transition into management * Build a superior, high-functioning sales team * Set objectives and plan performance * Delegate responsibilities * Recruit new employees * Improve productivity and effectiveness Making the leap into management -- especially sales management -- means meeting a whole new set of challenges. This easy-to-understand book gives readers everything they need to immediately excel at their new responsibilities.