

Proactive sales management: how to lead, motivate, and stay ahead of the game

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Abstrak

Few sales managers are true managers, often falling back on the skills that made them great at sales. This essential book, now updated with strategies in line with the changes in sales since the book's original publication, provides readers with a proven method for managing the sales process, as well as the salespeople. This title is packed with specific, field-tested techniques. Packed with all new metrics and tactics for making the numbers in today's competitive sales environment, this is an important resource no sales manager should be without.