



## Sales Force Management: A Contemporary Approach

By Tony Carter

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. By analyzing and monitoring current trends in the marketplace, Sales Force Management: A Contemporary Approach helps sales managers align resources and strategic efforts to gain an edge over competitors. You will develop an understanding of where current and prospective sales opportunities exist in order to fully utilize automation, how to update crisis management policies to reflect changing industry dynamics, and how to raise your level of sales efficiency through the use of customer advisory groups and sales technological tools. Through the books important discussions on lowering mutual costs, building long-term customer relationships, improving sales skills, and developing core process skills, you will also learn to think and act with a strategic perspective that successfully steers the sales process. Grounded in practical applications, Sales Force Management is the book managers, entrepreneurs, business people, and faculty and students of executive business education programs have long awaited. Its sample sales plan, specific strategies, and hands-on advice will prove indispensable as you maneuver away from the coattails of your competitors into a leading position in the marketplace. Printed Pages: 320.



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