

Management Of A Sales Force Hardcover

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Management Management of a Sales Force Leading the Sales Force Sales Force
Design For Strategic Advantage Sales Management Control, Territory Design,
Sales Force Performance, and Sales Organizational Effectiveness in the
Pharmaceutical Industry Pricing and the Sales Force Sales Force
Management Salesforce.com For Dummies Joseph F. Hair, Jr. Andris A. Zoltners
Gregory Rich William J. Stanton René Y. Darmon A. Zoltners Eric Longino
Andreas Hinterhuber Mark W. Johnston Tom Wong
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the second edition of sales force management prepares students for professional success in the field focused on the areas of customer loyalty customer relationship management and sales technology this practical resource integrates selling and sales management while highlighting the importance of teamwork in any sales and marketing organization the text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills supported with a variety of essential ancillary resources for instructors and students sales force management 2nd edition includes digital multimedia powerpoints for each chapter equipped with voice over recordings ideal for both distance and in person learning additional assets include the instructor s manual computerized and printable test banks and a student companion site filled with glossaries flash cards crossword puzzles for reviewing key terms and more integrating theoretical analytical and pragmatic approaches to sales management the text offers balanced coverage of a diverse range of sales

concepts issues and activities this fully updated edition addresses the responsibilities central to managing sales people across multiple channels and through a variety of methods organized into four parts the text provides an overview of personal selling and sales management discusses planning organizing and developing the sales force examines managing and directing sales force activities and explains effective methods for controlling and evaluating sales force performance

sales force effectiveness drives every company's success but keeping a sales organization at the top of its game is a constant challenge as experts in the field andy zoltners and prabha sinha have helped sales leaders around the world perfect their sales strategy operations and execution combining strategic insight with pragmatic advice building a winning sales force provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today's sales organizations with practical advice and case studies of companies that have conquered even the most challenging obstacles building a winning sales force will enable every company to drive sales and stay competitive

formerly published by chicago business press now published by sage written in an engaging and student friendly manner sales force management provides a blend of cutting edge research and practical strategies author gregory a rich delves into the challenges faced by today's sales managers covering topics such as technology globalization and social selling keeping your students up to date with the latest developments in the field

readers who want a practical real world approach to sales force management that intentionally avoids models and theoretical detail will find what they're looking for here with strong coverage of the human factors in sales management such as motivation staffing and leadership as well as 42 case studies that features situations faced by real life sales managers this book's innovation advice is ideal for current and future sales managers alike

a guide for sales managers presenting an integrative vision of the complex sales force system

this book focuses upon the role of the sales force in today's changing world and how to design a sales force for strategic advantage it includes sections on how to assess the current sales force design and how to implement change and covers customer segmentation market strategy structuring and sizing alignment metrics and managing change

limited research exists about the determinants of sales organization effectiveness in pharmaceutical sales organizations to fill this void sales management control sales territory design and sales force performance are conceptualized as antecedents to sales organization effectiveness in pharmaceutical sales organizations the results of the structural equation model tested suggested that pharmaceutical sales representatives perform better and are more effective when they are satisfied with sales territory design because of its significant relationship with sales force behavioral performance the present study suggests sales force behavioral performance leads to sales organization effectiveness through its significant relationship to sales force outcome performance these findings are somewhat different to those from similar studies in other industries and identify some important implications for sales leaders in the pharmaceutical industry as well as suggesting a number of important research directions

pricing and the sales force is the first book to link pricing strategy and the sales force together pricing strategy is now well established as an important means of driving profits for many organizations countless companies are now mastering price setting but what about price getting converting those list prices into the realized sales and as a result greater profitability this is the domain of the sales force a selection of the world's leading specialists explore different aspects of sales force and pricing strategy integration introduction overview on the state of the art building key capabilities best practices for building sales force capabilities in pricing and value quantification engaging the sales force driving organizational change processes with the sales force designing effective selling processes designing and implementing processes that enable superior performance and aligning sales force incentives and building the infrastructure insights into how to align sales force incentive schemes tools and instruments to enable the sales force to perform the third in hinterhuber and liozu's successful pricing series this book is essential reading for pricing strategy and sales scholars and practitioners

in this latest edition of sales force management mark johnston and greg marshall continue to build on the tradition of excellence established by churchill ford and walker solidifying the book's position globally as the leading textbook in the field it's a contemporary classic fully updated for modern sales management practice including the churchill ford and walker approach the new edition also features a strong focus on leadership technology innovation ethics and global business new material integrated throughout the book on multifaceted sales communication approaches leadership and the relationship

between the marketing and sales functions continued partnership with hr chally a global sales consultancy that supplies cutting edge data for each chapter allowing students to benefit from understanding and working with real world applications of current sales force challenges enhanced learning features such as short and long cases to stimulate discussion leadership challenges to assess students ability to make decisions role plays to allow students to learn by doing and more further resources for instructors and students are available at routledge.com/cw/johnston 9780415534628

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