

Management Of A Sales Force Hardcover

Sales Force ManagementBuilding a Winning Sales ForceSales Force ManagementSalesforce for BeginnersSalesforce.com For DummiesManagement of a Sales ForceManagement of a Sales ForceSales Force Design For Strategic AdvantageSalesforce for Beginners - Second EditionLeading the Sales ForceThe Perfect SalesForceBuilding a Salesforce-Powered Front OfficeManagement of a Sales ForceSales Force Management7 Steps to Sales Force TransformationEffective Sales Force Automation and Customer Relationship ManagementManagement of a Sales Force (Tb)You Can Always Sell MoreBuilding the Most Effective Sales Force in the WorldContemporary Sales Force Management Joseph F. Hair, Jr. Andris A. Zoltners Gregory Rich Sharif Shaalan Tom Wong William J. Stanton Rosann Spiro A. Zoltners Sharif Shaalan René Y. Darmon Derek Gatehouse Rashed A. Chowdhury Rosann L. Spiro Mark W. Johnston Warren Shiver Raj S. Agnihotri Stanton Jim Pancero Adele Crane William Winston

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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

for current and aspiring sales leaders who want to maximize the effectiveness of their sales force this innovative guide shows you how to overcome the obstacles that hold other sales organizations back

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

get a 360 degree view of the salesforce platform and learn how to use it for sales service marketing and automating business processes key featuresunderstand how to use core salesforce objects for maximum efficiencybuild various dashboards and reports to analyze results and improve visibility in your business processeslearn the basics of salesforce administration and mobile app set upbook description salesforce is the world s leading customer relationship management crm software helping businesses connect with their constituents and partners this book will give you a comprehensive introduction to managing sales marketing customer relationships and overall administration for your organization you ll learn how to configure and use salesforce for maximum efficiency and return on investment you ll start by learning how to create activities manage leads and develop your prospects and sales pipeline using opportunities and accounts and then understand how you can enhance marketing activities using campaigns packed with real world business use cases this salesforce book will show you how to analyze your business information accurately to make productive decisions as you advance you ll get to grips with building various reports and dashboards in salesforce to derive valuable business insights finally you ll explore tools such as process builder approval processes and assignment rules to achieve business process automation and set out on the path to becoming a successful salesforce administrator by the end of the book you ll have learned how to use salesforce effectively to achieve your business goals what you will learnunderstand the difference between salesforce lightning and salesforce classiccreate and manage leads in salesforceexplore business development with accounts and contacts in salesforcefind out how stages and sales processes help you manage your opportunity pipelineachieve marketing goals using salesforce campaignsperform business analysis using reports and dashboardsgain a high level overview of the items in the administration sectiongrasp the different aspects needed to build an effective and flexible salesforce security modelwho this book is for if you re new to salesforce and want to learn it from scratch this book is for you no prior knowledge of salesforce is required to get started with this book

author tom wong is not included on title page in this edition but is noted on cover

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

management of a sales force is the best selling text in the sales management market with a reputation for blending leading edge research and student friendly writing better than any other book the 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager's role from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions all chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges in addition the latest sales management research studies and reports are presented in a straightforward easy to read manner making management of a sales force 12e by far the most current sales management textbook on the market

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

learn how to leverage the salesforce platform for sales service marketing and automating business activities from a 360 degree perspective purchase of the print or kindle book includes a free ebook in the pdf format key features enhanced with reader feedback and updated with the latest ui for efficient learning learn how to use salesforce flow the new replacement for workflow rules and process builders on the salesforce platform become familiar with the basics of salesforce administration and mobile app setup book description salesforce is the world's leading customer relationship management crm software helping businesses connect with their constituents and partners this book will give you a comprehensive introduction to managing sales marketing customer relationships and overall administration for your organization you'll learn how to configure and use salesforce for maximum efficiency and return on investment this book will teach you how to create activities manage leads manage users set up security customize your ux work with third party applications build flows develop your prospects and sales pipeline using opportunities and accounts understand how you can enhance marketing activities using campaigns and much more packed with real world business use cases this salesforce book will show you how to analyze your business information accurately to make productive decisions for your business as you advance you'll learn how to build various reports and dashboards in salesforce to derive valuable business insights finally you'll explore tools such as flows approval processes and assignment rules to achieve business process automation and set out on the path to becoming a successful salesforce administrator by the end of the book you will know how to manipulate salesforce to achieve your business goals what you will learn explore business development with leads accounts and contacts in salesforce find out how stages and sales processes help you manage your opportunity pipeline achieve marketing goals using salesforce campaigns perform business analysis

using reports and dashboards practice automating with flows the main automation tool for salesforce gain a high level overview of the items in the administration section grasp the different aspects needed to build an effective salesforce security model who this book is for if you are new to salesforce and want to learn it from scratch an administrator looking to build your salesforce skills or a student looking to start a career in salesforce this book is for you no prior knowledge of the salesforce is required to get started with this book

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

how any company can build an incredibly effective salesforce by learning from the best in the world despite billions spent every year on personality profiling sales training motivational experts coaches and incentives there s never been a proven formula for building a salesforce of top performers finding such a holy grail of sales has been derek gatehouse s obsession for decades to identify what makes a top producing salesperson the kind who sells four times more than everyone else and why some sales teams have a high percentage of top producers he interviewed more than two thousand executives in many different industries his findings challenge the conventional wisdom about hiring training managing and rewarding a sales team gatehouse has tested virtually every personality assessment tool sales process training methodology and management system available only to conclude that the vast majority of those systems don t raise performance in a lasting way instead the world s greatest sales teams share six simple but critical practices for instance they all hire for talent not skill or even experience blend positive and negative motivators measure results instead of micromanaging process the book features dozens of anecdotes and clear lessons for any company seeking dramatic improvement in its sales performance

harness the power of salesforce to manage and grow your business this book shows you how to use the salesforce crm tool to consolidate consumer data into a single place to gain better insight into your business and more easily manage data data such as email spreadsheets databases is generated through the front office or face of your business where your company interacts with customers and revenue is generated in a hotel for instance the front office is the lobby where guests are greeted their problems are handled and room payments are made another example is a coffee shop where the front office is an employee taking a customer s order or serving a drink salespeople connect to customers by selling your company s goods or services marketing team members connect with them through advertising and promotional activities service and support staff assist customers with problems and provide help with products this book introduces the many ways salesforce based innovations are transforming the technology landscape and the strategies that may be used for designing and launching a digital front office the book examines how organizations can launch and grow digital solutions and strategies for the governance of the platform and provides an overview of digital transformation across industries you will understand basic salesforce concepts including the digital front office process tower lead to cash journey core crm functions best practices and more review data management concepts integrated sales customer service marketing operations and proposal and business development needs in a systematic way use frameworks to build a business architecture and multi year technology roadmap get familiar with salesforce business

processes and concepts such as account contact lead and opportunity management marketing campaigns master data management mdm and lead scoring grading and activity management across the front office define and develop digital marketing challenges and strategy people process brand messaging and roi measure campaign data and create an end to end campaign in salesforce

resource added for the business management program 101023

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

the sales force is a company s main engine for driving revenue one that often requires change to stay competitive and achieve desired results to improve sales performance many organizations seek out a silver bullet transformation is not a one time check the box event but a rigorous ongoing process unfortunately there is no one off solution to the hard work of transformation there is however a methodology derived from the authors combined decades of work and their qualitative and quantitative research on sales force transformation this book provides a practical approach to effect significant measurable and sustainable transformation in your sales organization 7 steps to sales force transformation will help readers determine if their sales organizations need a transformation and if so how to assess their sales organization s readiness through the analysis of six levers of successful sales transformations it also guides readers through a series of tasks analyses and decisions that will lead to a successful transformation in particular the authors will show you how to clarify your sales transformation vision and sell it to upper management detail methods on how to deploy your vision offer advice on how to sustain transformation through leadership and communication and outline current trends that will impact future sales transformation this book is targeted at anyone who has control over a sales organization or who wants to transform a sales team including sales managers sales executives ceos coos and others who advise or influence those stakeholders such as associates at consulting and private equity firms through original quantitative research the authors own experiences transforming sales organizations and the lessons learned by a host of sales professionals they interviewed you will understand how to transform and modernize your sales force to achieve your desired sales results and provide your customers with better service and value

as we move deeper into the 21st century firms continue to struggle with the implementation of sales force technology tools and the role they play in sales representative performance foreseeing a changing environment many sales organizations have begun to focus on technology related strategies business processes and applications to adapt to these emerging issues with this in mind sales force technology usage has changed the methods of selling salespeople are no longer selling just a product instead they are providing a valuable solution to customer problems salespeople now act as consultants or experts and provide customized solutions this role requires salespeople to develop a technological orientation to access analyze and communicate information in order to establish a strong relationship with customers sales technology enables salespeople to answer the queries of customers and effectively provide competent solutions the ability to answer queries and provide solutions leads to strong relationships between a salesperson and a customer thus technology tools are not only used for smoothing the work process but also have strategic utilizations with the adoption of technological tools at exponential rates many firms fell into pitfalls and witnessed failure of their technology initiatives the purpose of this book is to outline the important steps that must be considered and adhered to when implementing sales force technology perhaps the most important aspect covered within this book is that technology usage is both a strategy and a tool therefore we outline both strategic considerations as well as implementation procedures throughout each chapter it is important to consider all the steps and the necessary actions that will need to take place before the first penny is spent then and only then will the technology have its intended effect

the sales manager s step by step guide to better team performance as an experienced sales manager how do you improve your team s performance which selling skills developed to their fullest potential have the greatest impact on revenues and profitability you can always sell more will guide you through a proven step by step system for evaluating training and coaching your sales force it will help you establish a simple and effective evaluation and improvement planning process for even your most successful salespeople proven in a wide array of industries this will also show you how to improve your ability to coach and lead a team of sales professionals jim pancero eden prairie mn is the founder of one of the country s most advanced sales and sales management training and consulting firms he has conducted training sessions for over 200 000 experienced corporate sales team members association attendees and graduate level university students

a welcome update on building a sales force in the new economic environment the financial meltdown of 2008 claimed many victims but an area that surely felt intense pressure was the corporate sales force every company s sales force had to adjust to a new market reality the author of this timely book an international business consultant who highlights some of her firm s research into sales organizations writes that a new customer profile started to take shape after the financial crisis customers were less trusting and found heavy selling tactics repulsive they wanted price and if that was right then they would look at other key factors crane says effective salespeople now are those that are able to confront and challenge their customers thinking and influence them in such a way that changes their minds this new requirement the author says demands a new kind of salesperson it is about a sales force that is enabled with a broader degree of knowledge and skill that can take a strong case to customers and influence them to change their minds about how they do business crane offers important advice to companies including how to refocus why a new kind of sales manager is necessary the importance of systems keys to developing the right relationship between sales and marketing and

perhaps most importantly ways to transform not just the sales force but the manner in which the company does business rather than serve up a sugarcoated lightweight primer crane delves deeply into the messy complex world of corporate selling she strongly lobbies for embracing transformation from within even though she makes clear that there are no easy answers of course making a case for taking action is one thing executing a plan of action is quite another so it's helpful that crane includes three pertinent case studies at the end of the book to show in detail how business transformations can impact sales in today's market don't be yesterday's company in tomorrow's world she urges while some business executives may find the author's assessment sobering if not downright depressing this book provides the wake up call many may need to stoke up their sales forces kirkus reviews

by analyzing and monitoring current trends in the marketplace contemporary sales force management 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 such as video conferencing database management and up to date industry software through the book's 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 contemporary sales force management unites theoretical principles with applied examples and case studies gathered from research with major firms in dynamic markets such as beijing and shanghai in china the european union and the united states from these case studies demonstrating how top players achieve success you gain critical information on the role of the sales force manager in organizations strategic issues for an international sales effort gaining functional expertise in sales and marketing along with industry knowledge globalization and its impact on sales management strategies for applying total quality management to sales electronic commerce and cultivating customers on the the consequences of having a poorly motivated sales force with low morale developing an environment that fosters and rewards the management of crisis understanding your biases and stereotypical assumptions about others and how these affect decisionmaking dealing with the legal and regulatory environment and ethical issues that arise in the course of managing the sales force contemporary 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

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