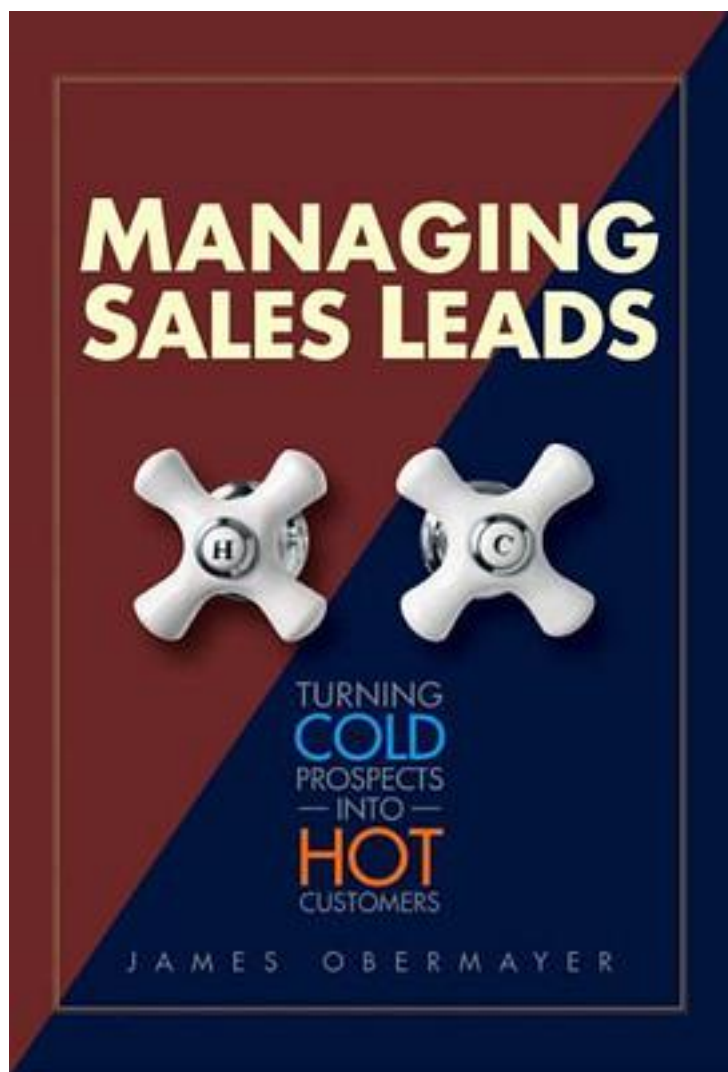


Managing Sales Leads



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Sales leads are what successful marketing is all about. That's where the money is. This book shows how to get the most out of this crucial corporate investment. Good, qualified leads make sales forces more efficient, more effective, and - bottom line - more profitable. Add in today's tough economy the skills needed to generate and manage leads are even more vital. Offering a research-based, comprehensive treatment of this critically important marketing function, Managing Sales Leads is a powerful, hands-on reference for every manager -from mid-level sales and marketing manager to senior level corporate executive -for virtually every size of company it shows how to get the most out of this crucial corporate investment.

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