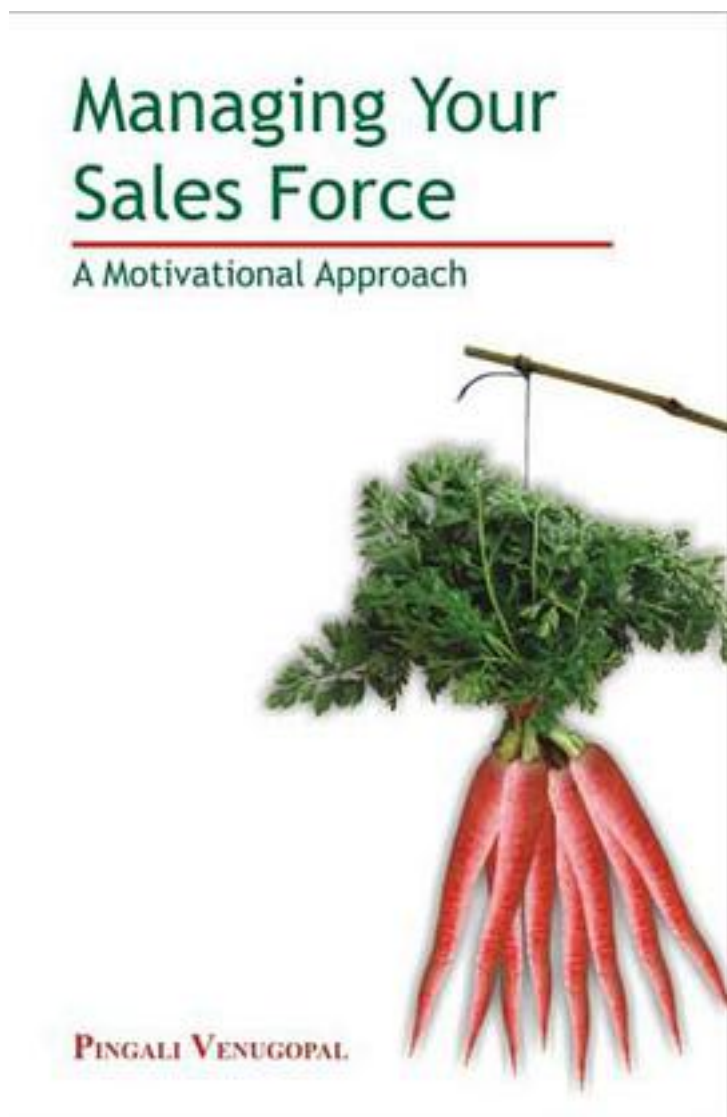


# Managing Your Sales Force



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This book highlights the importance of the salesperson in any organization and approaches the sales management function from a motivational standpoint. Drawing extensively from his personal and research experience, the author creates an easy-to-apply frameworks for various sales management functions. Managing Your Sales Force: - takes an integrated look at management decisions, both strategic and operational, and works out the motivators for each from a sales force perspective; " emphasises the need for managers to motivate their staff, beyond the commonly used monetary incentives; " highlights the importance of the behavioural transactions that have to take place for a sale to be successful; " stresses the need to devise appropriate training programmes for individuals within any sales team.

作者介绍:

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