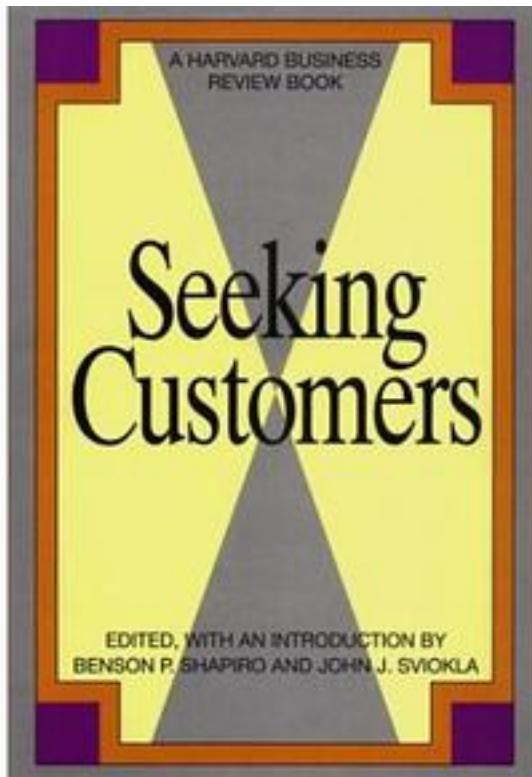


Seeking Customers



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出版者:Perseus Distribution Services

出版时间:

装帧:HRD

isbn:9780875843322

Explores major changes in the process of identifying and attracting profitable customers, bringing new clarity to the critical relationships among selling, understanding customers, sales force management, distribution, pricing, marketing, and above all, account selection. Contents include building channels of communication; understanding your prospects and customers; closing the sale and opening the relationship; and more.

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