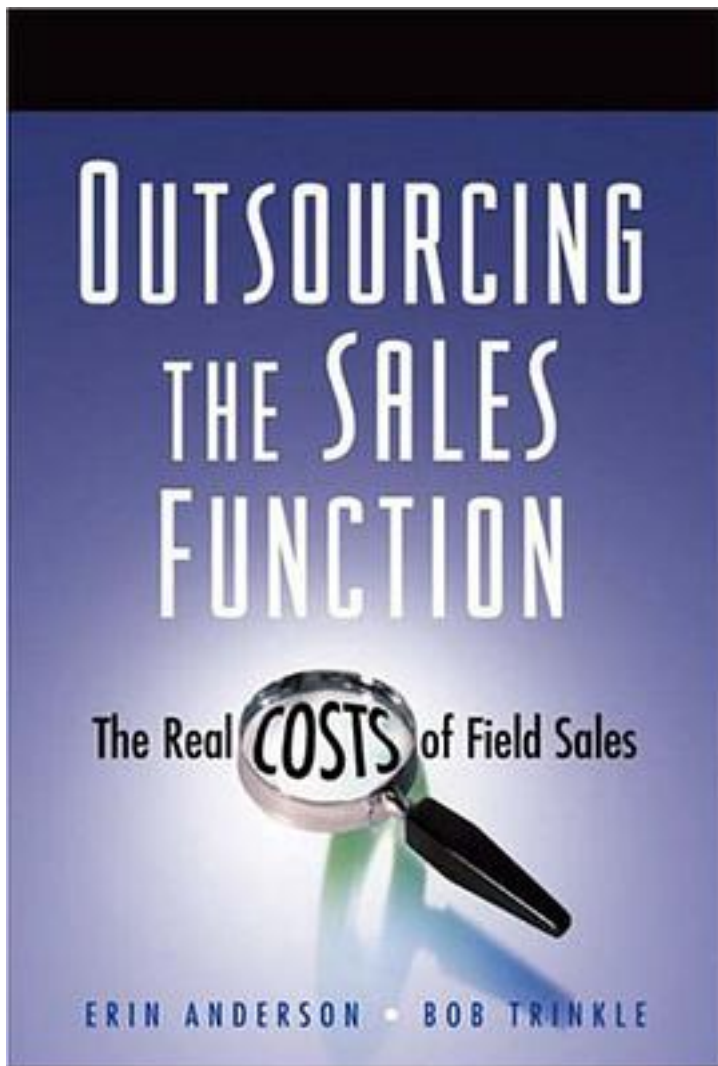


Outsourcing the Sales Function



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OUTSOURCING THE SALES FUNCTION: THE REAL COST OF FIELD SALES sheds new light on the personal selling function in business-to-business markets. Well versed in the area of manufacturers' reps, the authors equip managers with the tools to determine the true costs and benefits of both in-house and outsourced forces. They explain in detail the differences between manufacturers' reps and company owned, tips for when to use them, how to most effectively work with them to optimize company return, and how to build strategic long-term alliances. The book includes a CD-ROM with a cost calculator.

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