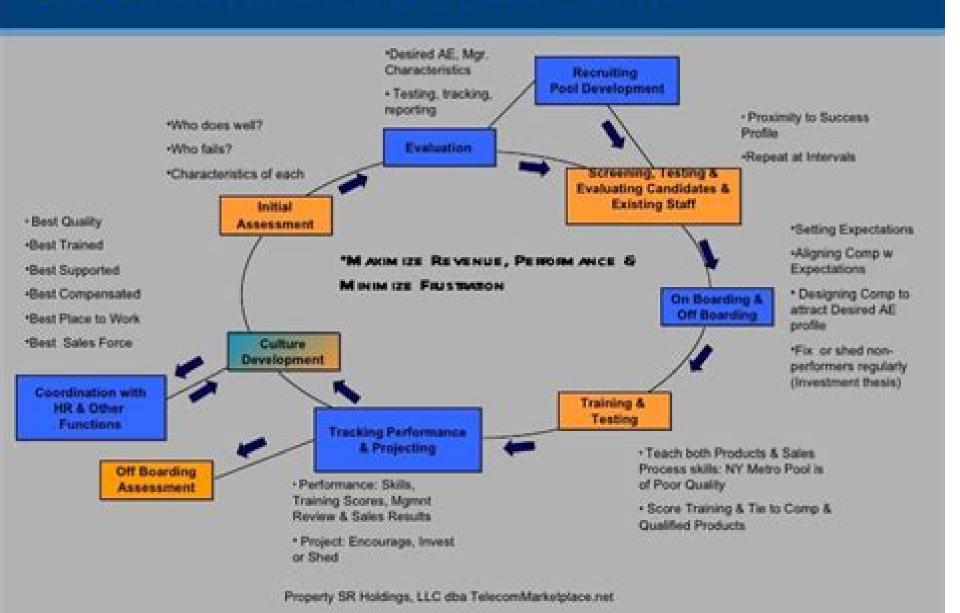
# Successful Sales Force Management



# **Sales Force Management**

**Gregory Rich** 

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ground with relevant new content for the changing field The familiar framework of this text from which instructors love to teach remains the same while relevant real world student learning tools and up to date sales management theory and application have been added The framework has been developed to portray sales managers activities as three interrelated sequential processes each of which influences the various determinants of salesperson performance. The three interrelated parts of the framework formulation of a sales program implementation of the sales program and evaluation and control of the sales program remain consistent and highly relevant in the 9th edition This edition integrates new innovative learning tools Sales Force Management Gilbert A. Churchill, Neil M. and the latest in sales management theory and practice Ford, Orville C. Walker, 1985 Contemporary Sales Force Management Tony Carter, 1998 Analyzes current trends in the marketplace for sales managers seeking to align resources and strategic effort Unites theoretical perspectives with examples and case studies of practical techniques for utilizing automation updating crisis management policies and raising sales through the use of customer advisory groups video conferencing database management and industry software Other subjects include TQM international sales and globalization Includes chapter summaries and discussion questions For managers entrepreneurs and business professionals and students Paper edition unseen 29 95 Annotation copyrighted by Book News Inc Portland OR Sales Force Design For Strategic Advantage A. Zoltners, P. Sinha, S. Lorimer, 2004-06-25 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

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