

Tenth Edition

SALES MANAGEMENT CONCEPTS AND CASES

William L. Cron
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Douglas J. Dalrymple, William L. Cron



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significantly updated The majority of case studies at the beginning of each chapter have been reworked The authors also present new and expanded discussions on sales network customer life time value solutions selling marketing sales interaction and marketing sales shared responsibilities This material empowers sales managers to build a sales force manage strategic relationships and motivate the sales team Sales Management Douglas J. Dalrymple, William L. Cron, 1995-04-01 *Sales Management* Thomas R. Wotruba, 1981 **Sales Management** Douglas J. Dalrymple, William L. Cron, 1994-09-01 Uses a comprehensive up to date and practical approach to sales management Each chapter begins with a narrative about an individual firm Boxes highlight recent developments topical issues and unique sales strategies Special attention is paid to current topics on managing strategic account relationships team development work force diversity Total Quality Management and ethical issues This edition features 21 new cases increasing the total number of cases to 49 Cases appear at the end of each chapter Thoroughly updated tables figures and references **Sales Management** Dalrymple, 1997-12-09

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