

## Management Of A Sales Force Hardcover

Building a Winning Sales Force Sales Force Management Sales Force Management Management of a Sales Force Salesforce.com For Dummies Sales Force Design For Strategic Advantage Building a Winning Sales Management Team Management of a Sales Force Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value Sales Management Control, Territory Design, Sales Force Performance, and Sales Organizational Effectiveness in the Pharmaceutical Industry Leading the Sales Force You Can Always Sell More Sales Force Management Management Sales Force Management of a Sales Force Sales Management Demystified Salesmanship and Sales Management, Marketing Policies, Sales and Campaigns which Build Up Trade, Training Yourself to Sell, Developing and Managing a Sales Force Effective Sales Force Automation and Customer Relationship Management Contemporary Sales Force Management Sales Force Management *Andris A. ZOLTNERS Joseph F. Hair, Jr. Gregory Rich Rosann Spiro Tom Wong A. Zoltners Andris A. Zoltners William J. Stanton John DeVincentis Eric Longino René Y. Darmon Jim Pancero Gilbert A. Churchill Stanton Rosann L. Spiro Robert Calvin Raj Agnihotri William Winston Mark W. Johnston*

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sales force effectiveness drives every company's success but keeping a sales organization at the top of its game is a constant challenge as experts in the field Andy Zoltners and Prabha Sinha have helped sales leaders around the world perfect their sales strategy operations and execution combining strategic insight with pragmatic advice building a winning sales force provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today's sales organizations the book shows readers how to assess how good their sales force really is identify sales force improvement opportunities implement tools and processes that have immediate impact on sales effectiveness attract and retain the best salespeople design incentive compensation plans set goals manage sales performance motivate the sales force with practical advice and case studies of companies that have conquered even the most challenging obstacles building a winning sales force will enable every company to drive sales and stay competitive

the second edition of sales force management prepares students for professional success in the field focused on the areas of customer loyalty customer relationship management and sales technology this practical resource integrates selling and sales management while highlighting the importance of teamwork in any sales and marketing organization the text presents core concepts using a comprehensive pedagogical framework featuring real world case studies illustrative examples and innovative exercises designed to facilitate a deeper understanding of sales management challenges and to develop stronger sales management skills supported with a variety of essential ancillary resources for instructors and students sales force management 2nd edition includes digital multimedia powerpoints for each chapter equipped with voice over recordings ideal for both distance and in person learning additional assets include the instructor's manual computerized and printable test banks and a student companion site filled with glossaries flash cards crossword puzzles for reviewing key terms and more integrating theoretical analytical and pragmatic approaches to sales management the text offers balanced coverage of a diverse range of sales concepts issues and activities this fully updated edition addresses the responsibilities central to managing sales people across multiple channels and through a variety of methods organized into four parts the text provides an overview of personal selling and sales management discusses planning organizing and developing the sales force examines managing and directing sales force activities and explains effective methods for controlling and evaluating sales force performance

formerly published by Chicago Business Press now published by Sage written in an engaging and student friendly manner sales force

management provides a blend of cutting edge research and practical strategies author gregory a rich delves into the challenges faced by today s sales managers covering topics such as technology globalization and social selling keeping your students up to date with the latest developments in the field

management of a sales force is the best selling text in the sales management market with a reputation for blending leading edge research and student friendly writing better than any other book the 12th edition has been thoroughly revised to reflect all the changes that affect the sales manager s role from the increasing globalization of business to savvier customers who now use the internet to research their purchasing decisions all chapters have been updated with current company examples that demonstrate how the best sales executives are adapting to these and other new challenges in addition the latest sales management research studies and reports are presented in a straightforward easy to read manner making management of a sales force 12e by far the most current sales management textbook on the market

author tom wong is not included on title page in this edition but is noted on cover

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

first line sales managers flms play a key role in helping a sales organization drive profitable revenue growth in an ever changing business environment but although directly responsible for managing and driving sales force performance flms often don t get enough time attention and resources from sales leaders building a winning sales management team shows just how important flms are to sales organizations and what happens when companies underinvest in these key players authors of four previous books on sales management zoltners sinha and lorimer show in building a winning sales management team just how companies can nurture successful flms and improve sales force productivity the book has dozens of real life examples of how investing in first line management paid off in a big way in developing the book the authors collaborated with leaders from some of the world s top companies the authors also draw on their cumulative experience as sales and marketing consultants faculty members at northwestern university s kellogg school of management

and business speakers and writers to produce fresh completely original insights on sales force effectiveness building a winning sales management team shows in detail exactly how companies can improve firm performance the authors reveal eight key drivers for defining creating and enabling a successful first line sales management team and show how firms are critical facilitators of change the book also includes a self assessment tool to help organizations determine the right priorities to start improving sales management team performance

readers who want a practical real world approach to sales force management that intentionally avoids models and theoretical detail will find what they're looking for here with strong coverage of the human factors in sales management such as motivation staffing and leadership as well as 42 case studies that features situations faced by real life sales managers this book's innovation advice is ideal for current and future sales managers alike

in today's markets success no longer depends on communicating the value of products or services it rests on the crucial ability to create value for customers sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell capitalizing on research into the practices of cutting edge companies the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling models that meet the demands of today's sophisticated customers

limited research exists about the determinants of sales organization effectiveness in pharmaceutical sales organizations to fill this void sales management control sales territory design and sales force performance are conceptualized as antecedents to sales organization effectiveness in pharmaceutical sales organizations the results of the structural equation model tested suggested that pharmaceutical sales representatives perform better and are more effective when they are satisfied with sales territory design because of its significant relationship with sales force behavioral performance the present study suggests sales force behavioral performance leads to sales organization effectiveness through its significant relationship to sales force outcome performance these findings are somewhat different to those from similar studies in other industries and identify some important implications for sales leaders in the pharmaceutical industry as well as suggesting a number of important research directions

a guide for sales managers presenting an integrative vision of the complex sales force system

the sales manager's step by step guide to better team performance as an experienced sales manager how do you improve your team's performance which selling skills developed to their fullest potential have the greatest impact on revenues and profitability you can always sell more will guide you through a proven step by step system for evaluating training and coaching your sales force it will help you establish a simple and effective evaluation and improvement planning process for even your most successful salespeople proven in a wide array of industries this will also show you how to improve your ability to coach and lead a team of sales professionals jim pancero eden prairie mn is the founder of one of the country's most advanced sales and sales management training and consulting firms he has conducted training sessions for over 200 000 experienced corporate sales team members association attendees and graduate level university students

build and manage a sales force that's worth celebrating understanding that a sales force is only as successful as its management is the first step to improving overall sales performance the rest can be found inside this hands on guide that shows step by step how to train and retain a team of top sales professionals sales management demystified addresses every step of the process including hiring training compensation organization deployment forecasting motivation and performance management sales managers at every level and students of sales management will find helpful strategies and tactics for molding a team into an effective cohesive unit featuring real world examples end of chapter quizzes and a final exam this incredibly useful guide will help you get the best from your sales force and put your career on the fast track this fast and easy guide offers ideas for sourcing screening and selecting the best candidates tips for training salespeople in product customer and competitor knowledge and in selling skills the model for choosing the most successful sales force organization and deployment monetary and nonmonetary methods to reward positive sales force action and results performance management techniques that evaluate results actions skills knowledge and personal characteristics simple enough for a novice but challenging enough for a veteran manager sales management demystified is your shortcut to developing a successful sales team

as we move deeper into the 21st century firms continue to struggle with the implementation of sales force technology tools and the role they play in sales representative performance foreseeing a changing environment many sales organizations have begun to focus on technology related strategies business processes and applications to adapt to these emerging issues with this in mind sales force

technology usage has changed the methods of selling salespeople are no longer selling just a product instead they are providing a valuable solution to customer problems salespeople now act as consultants or experts and provide customized solutions this role requires salespeople to develop a technological orientation to access analyze and communicate information in order to establish a strong relationship with customers sales technology enables salespeople to answer the queries of customers and effectively provide competent solutions the ability to answer queries and provide solutions leads to strong relationships between a salesperson and a customer thus technology tools are not only used for smoothing the work process but also have strategic utilizations with the adoption of technological tools at exponential rates many firms fell into pitfalls and witnessed failure of their technology initiatives the purpose of this book is to outline the important steps that must be considered and adhered to when implementing sales force technology perhaps the most important aspect covered within this book is that technology usage is both a strategy and a tool therefore we outline both strategic considerations as well as implementation procedures throughout each chapter it is important to consider all the steps and the necessary actions that will need to take place before the first penny is spent then and only then will the technology have its intended effect

by analyzing and monitoring current trends in the marketplace contemporary sales force management helps sales managers align resources and strategic efforts to gain an edge over competitors you will develop an understanding of where current and prospective sales opportunities exist in order to fully utilize automation how to update crisis management policies to reflect changing industry dynamics and how to raise your level of sales efficiency through the use of customer advisory groups and sales technological tools such as video conferencing database management and up to date industry software through the book s important discussions on lowering mutual costs building long term customer relationships improving sales skills and developing core process skills you will also learn to think and act with a strategic perspective that successfully steers the sales process grounded in practical applications contemporary sales force management unites theoretical principles with applied examples and case studies gathered from research with major firms in dynamic markets such as beijing and shanghai in china the european union and the united states from these case studies demonstrating how top players achieve success you gain critical information on the role of the sales force manager in organizations strategic issues for an international sales effort gaining functional expertise in sales and marketing along with industry knowledge globalization and its impact on sales management strategies for applying total quality management to sales electronic commerce and cultivating customers on the the consequences of having a poorly motivated sales force with low morale developing an environment that fosters and rewards the

management of crisis understanding your biases and stereotypical assumptions about others and how these affect decisionmaking dealing with the legal and regulatory environment and ethical issues that arise in the course of managing the sales force contemporary sales force management is the book managers entrepreneurs business people and faculty and students of executive business education programs have long awaited its sample sales plan specific strategies and hands on advice will prove indispensable as you maneuver away from the coattails of your competitors into a leading position in the marketplace

in this latest edition of sales force management mark johnston and greg marshall continue to build on the tradition of excellence established by churchill ford and walker increasing the book s reputation globally as the leading textbook in the field the authors have strengthened the focus on managing the modern tools of selling such as customer relationship management crm social media and technology enabled selling and sales analytics it s a contemporary classic fully updated for modern sales management practice pedagogical features include engaging breakout questions designed to spark lively discussion leadership challenge assignments and mini cases to help students understand and apply the principles they have learned in the classroom leadership innovation and technology boxes that simulate real world challenges faced by salespeople and their managers new ethical moment boxes in each chapter put students on the firing line of making ethical choices in sales role plays that enable students to learn by doing a selection of comprehensive sales management cases on the companion website a companion website features an instructor s manual powerpoints and other tools to provide additional support for students and instructors

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