

Excellence In Sales

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Sales and customer management represent an important success factor for most companies. "Excellence in Sales" presents an integrated management approach for professional sales organisations that reveals the existing optimisation potential and aims at a maximum of efficiency and effectiveness. Based on a worldwide survey of 747 companies in 14 countries, the authors analyse best and worst practices in sales and customer management. True excellence in sales relies on a set of levers which are explained systematically and in detail. Case studies provide an additional understanding of these levers. Numerous recommendations for implementation show how to improve the overall performance. "Excellence in Sales" is a must-read for marketing and sales directors, managing directors, sales representatives and key account managers. Instructors and students of management and business administration will find stimulating insights and ideas. Holger Dannenberg is Managing Partner of the Executive Board of Mercuri International Deutschland GmbH. Dr. Dirk Zupancic is Professor of Management at Heilbronn Business School, Germany, senior lecturer of business administration and head of the competence centre BtoB Marketing and Sales at the University of St. Gallen, Switzerland. EAN/ISBN : 9783834987822
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