



## Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value

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By Neil Rackham, John DeVincentis

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Rethinking the Sales Force: Redefining Selling to Create and Capture Customer Value, Neil Rackham, John DeVincentis, Sales forces that simply communicate value to customers are doomed to fail - sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service - it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force. In this book, best-selling author Neil Rackham and international sales and marketing consultant John De Vincentis have created a breakthrough guide for sales and marketing executives. Rackham and De Vincentis help sales forces rethink and retool their selling strategies by introducing eye-opening insight for winning in the new marketplace.'Of the many books published each year on marketing and selling, only a tiny fraction have anything new to say. This is one of them. It will radically change your thinking about your sales force, and even whether you need one' - Philip Kotler, Distinguished Professor of International Marketing, J. L. Kellogg Graduate School of Management, Northwestern University. 'A compelling premise. Without question, this is an important and...



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