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Transformational Sales: Making a Difference with Strategic Customers: 2016

By Philip Kotler, Marian Dingen, Waldemar Pfoertsch

Springer International Publishing AG. Hardback. Book Condition: new. BRAND NEW, Transformational Sales: Making a Difference with Strategic Customers: 2016, Philip Kotler, Marian Dingen, Waldemar Pfoertsch, Inspired by a new, transformative era in human and business relations, this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers. It is all about guiding organizational change and business transformation, starting with sales itself. Companies choosing this approach can make a significant and meaningful difference with strategic customers, moving beyond the competition. By challenging existing business assumptions and creating new perspectives on the marketplace, organizations can increase value across traditional company borders, making the (business) world a better place in the process. Both thought-provoking and practical, this management book integrates academic insights, real life examples and best practices of business transformation. It is a must-read for business leaders aiming to make a difference. "Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets, developing your brand, and leveraging your strategic relationships. If sales and profitability with strategic accounts are to grow beyond the average, a change in mindset from seeing sales as an "outside" to an "inside"...


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