



## Sales - What a Concept!: A Guidebook for Sales Process Performance Improvement

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By III Henry C Waters

Lulu.com, United Kingdom, 2011. Paperback. Book Condition: New. 279 x 216 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Improve sales performance by developing a clear understanding of your sales systems and the sales processes that impact selling and buying of your product, service or solution. Understand how to improve results, assess what works and what does not work in your organization and implement changes resulting from analyzing your processes. Any organization benefits from reviewing the concepts presented, performing the exercises using the templates and activities supplied in the workbook. Understanding your sales system and the selling and buying processes will enhance your ability to win more business. You will learn new ways to assess your competition and to develop strategies and tactics that differentiate your company from the competitors. You will learn the importance of aligning the business, marketing, sales and operational support plans to improve responsiveness, reduce costs, manage to metrics more effectively and with fewer communication problems. Learn a new view on improving customer perspectives.



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