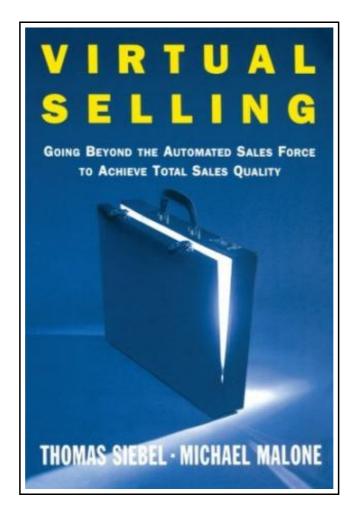
## Virtual Selling: Going Beyond the Automated Sales Force to Achieve Total Sales Quality



Filesize: 4.49 MB

## Reviews

This book is great. I could possibly comprehended everything using this published e book. I am easily could possibly get a enjoyment of reading a published pdf.

(Deanna Rath I)

## VIRTUAL SELLING: GOING BEYOND THE AUTOMATED SALES FORCE TO ACHIEVE TOTAL SALES QUALITY



SIMON SCHUSTER, United States, 2002. Paperback. Book Condition: New. 231 x 155 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The days when a salesperson could carry the company catalog around in his or her head have disappeared. From high-tech to low-tech industries, today s salesperson often represents thousands of products available in countless permutations. According to Thomas Siebel and Michael Malone, although more than 500 companies are rushing to market with information technology to aid millions of salespeople world wide, these systems are destined to fail. Why? Because, the authors argue, they focus only on improving efficiency, rather than on increasing the effectiveness of the selling process. Instead, Siebel and Malone demonstrate the need to incorporate Sales Force Automation (SFA) within an overall philosophy that supports the sales force by fully informing sales reps to assist them in real selling, not just data recording and analysis. The authors show how this new vision, called Virtual Selling, will spearhead a new generation of SFA design to provide powerful tools -- from opportunity management systems and marketing encyclopedias to product configurations and team selling across multiple distribution channels -- which will enhance customer contact and heighten the effectiveness of the sales representative. By assuming the larger role of point person at the center of every transaction, the members of what the authors call the Informed Sales Force will resemble independent entrepreneurs directing their own business by developing long-term customer relationships, generating proposals, managing the configuration and creation of products, and providing customer service and support. Siebel and Malone explain how this reengineering of sales can enable firms to achieve the perfect balance between the needs of sales and the operations of the rest of the company. Finally, the authors reveal how, in their equation, the Informed Sales Force...

Read Virtual Selling: Going Beyond the Automated Sales Force to Achieve Total Sales Quality Online

Download PDF Virtual Selling: Going Beyond the Automated Sales Force to Achieve Total Sales Quality

## See Also



Children's Educational Book Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius Age 7 8 9 10 Year-Olds. [British English]

Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to...

**Download Document »** 



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

**Download Document »** 



Guidelines: January-April 2013: Bible Study for Today s Ministry and Mission Brf (the Bible Reading Fellowship), United Kingdom, 2012. Paperback. Book Condition: New. 167 x 120 mm. Language: English . Brand New Book. The Editor writes. We start this issue on a high note, with a fortnight...

**Download Document »** 



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

**Download Document »** 



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203  $\times$  135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

**Download Document »**