



Rethinking Sales Management: A Strategic Guide for Practitioners

By Rogers, Beth

Wiley, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Acknowledgements This book draws on research and contributions from universities and institutions in over 20 countries including the American Productivity and Quality Center, the Caux Round Table, the Supply Chain Executive Board, AIDA Marketing e Formazione, United Professional Sales Association, Purchasing Management Association of Canada, the Association of the British Pharmaceutical Industry. Foreword From Neil Rackham, creator of SPIN Selling, lead author of "Rethinking the Salesforce" and Visiting Professor, Univeristy of Portsmouth Business School Introduction PART 1 - Strategy Chapter 1 - The big picture Chapter 2 - The purchaser's view Chapter 3 - The B2B relationship development box PART 2 - Using the relationship development box Chapter 4 - Strategic relationships Chapter 5 - Prospective Relationships Chapter 6 - Tactical relationships: the power of low touch Chapter 7 - Co-operative relationships Chapter 8 - The end of relationships PART 3 - Focus for 21 st century sales management Chapter 9 - Reputation management Chapter 10 - Working with marketing Chapter 11 - Leadership Chapter 12 - Process management.



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