



Sales Management (2nd Revised edition)

By Robert J. Calvin

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Sales Management (2nd Revised edition), Robert J. Calvin, This is the handy paperback edition of McGraw-Hill's One-Volume, "MBA-Level Course on Sales Management". The hardcover edition of McGraw-Hill's "Sales Management" is renowned for its straightforward treatment of the entire process of recruiting, building, and managing a results-driven sales team. Now, this value-packed paperback edition provides busy executives with everything found in the hardcover, all in a package designed to be more easily transportable and affordable. Look to this all-in-one sales manager's guide for comprehensive facts and analysis on: strategy and objectives; hiring; training; compensation; organization; deployment; forecasts; sales plans; nonmonetary motivators; sales force automation; and, performance evaluations. As a sales manager, your career success depends on the performance and success of your sales team. Discover how to train and retain a team of top sales professionals - and mold that team into a motivated and cohesive sales unit - in sales management. Look to the McGraw-Hill "Executive MBA Series" for straight-talking, technique-filled books, written by front-line executive education professors and modeled after the programs of top business schools. The other paperback titles in the series include: "Finance and Accounting for Nonfinancial Managers",...



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