

The Sales manager's success manual

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Abstrak

ART I. TAKING YOUR TEAM TO MARKET. Going to market: leadership and responsibility -- The sales force -- Sales environment -- Sales control and policies -- Channels -- Product/market match -- Competition -- The customer -- The market -- PART II. PERSONAL COACHING. Facts-in-the-Future (tm) -- The truth about statistics, or why you need a BS (bad statistics) filter -- The gullibility factor -- Intuition -- How much information is enough? -- Mind games -- Walk a mile in the CFO's shoes -- The brain of a sales manager -- Evolution in sales management -- The CEO and sales force success -- Perception sticks like glue -- FAQs: frequently asked questions -- Notes -- Bibliography -- Index.