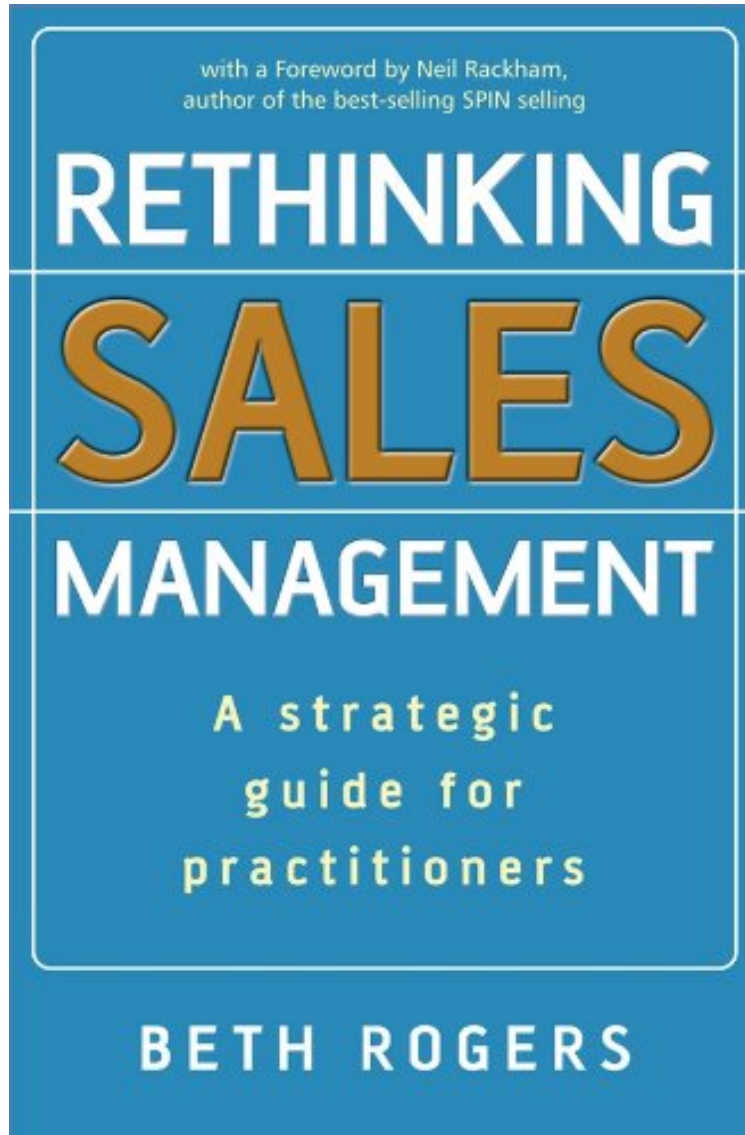


Rethinking Sales Management: A Strategic Guide for Practitioners

Beth Rogers

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Beth Rogers : Rethinking Sales Management: A Strategic Guide for Practitioners before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rethinking Sales Management: A Strategic Guide for Practitioners:

Until recently, sales managers received no specific training for their jobs. However, selling has become more complex with the emergence of regulations and more sophisticated customers. Sales managers need to inspire and achieve sales

results by managing teams of professionals and other resources. To do so, they need guidance on dealing with issues that arise in these broader aspects of their role. This concise guide for sales managers is based on a well-known sales management technique called the "customer portfolio matrix". Beth Rogers weaves her version of this throughout, enabling sales managers to see their strategy from the customer's point of view. Doing so will allow them to set realistic objectives, design new strategies that add real customer value, avoid wasting time on price-oriented customers and deploy resources for maximum results.