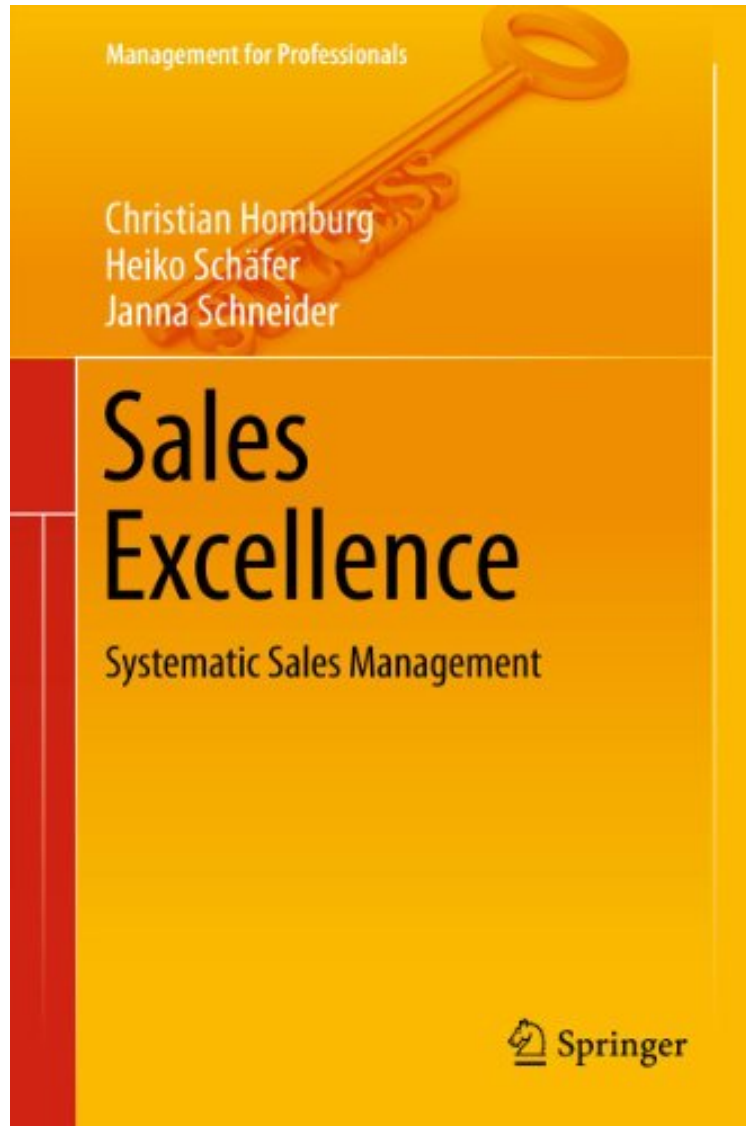


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Sales Excellence: Systematic Sales Management (Management for Professionals)

Christian Homburg, Heiko Schäfer, Janna Schneider
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Christian Homburg, Heiko Schäfer, Janna Schneider : Sales Excellence: Systematic Sales Management (Management for Professionals) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sales Excellence: Systematic Sales Management (Management for Professionals):

2 of 2 people found the following review helpful. The toolkit for sales managersBy Emma JenkinsThe authors succeeded in providing a scientific book that has many practical references and this combination is, unfortunately, very rare. The given checklists to evaluate the status quo helped me a lot to approach and finally to

address problems I was facing. The key topics of this book are the Sales strategy and Sales management as well as the information and customer relationship management. Additionally, many other facets give a broad perspective on Sales. It contributes to systematize your work due to its structured guidelines how to deal with a certain opportunity or challenge. What I liked most was that it was so practical-related; there are many Best-Practice examples that help to understand the issue as well as to enhance the ability to behave in the appropriate manner. The graphics contribute to the understanding of what is explained in detail in the texts. With its four parts, this book covers all the topics that are relevant for the daily tasks of a Sales Manager. It is more relevant than ever before; not only for experienced managers but also for managers who are still looking for their appropriate style. Big compliment to that well-done book. 0 of 0 people found the following review helpful. A real masterpiece By Sales Director Sales Excellence is a must read for sales managers from the top down to the first line. The book does a great job of segmenting the important aspects of the things you can control as a manager. It guides the readers how to develop a deliberate sales strategy including how and which customers to address, how to designing the company's sales channels and pricing policy. Further it discusses in detail how to organize and manage a sales department internally. Most importantly Sales Excellence also deals with THE major challenges for Sales Managers: Setting up a useful information system and deriving customer strategies from the data. And it does a great job. Mr. Homburg is one of the leading researchers in Sales. With Sales Excellence he wrote his masterpiece for practice. 3 of 3 people found the following review helpful. A must for Sales Managers By Lucas Ward As sales executive of a medium-sized company I can't continuously purchase expensive consulting services to optimize sales management. For many of the major problems that have emerged in the last years, Sales Excellence offers concrete solutions. Further, it's definitely interesting how the Germans organize their sales. For me it is currently the best Sales book for managers.

This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This content-rich and thought-provoking book has a very unique positioning: It considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function. The book includes many useful tools and guidelines and is enhanced with numerous examples that help bring the concepts to life and make them very approachable for the trade market. A checklist-based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress as concepts are applied over time. This work is an essential resource and thought-provoking read for ambitious Sales Managers, including CEO-level executives.

From the reviews: "This book covers all the topics that are relevant for the daily tasks of a Sales Manager. It is more relevant; not only for experienced managers but also for managers who are still looking for their appropriate style. Sales Excellence is a must read for sales managers from the top down to the first line. The book does a great job of segmenting the important aspects of the things you can control as a manager." (inspireandaction.wordpress.com, 2013) A systematic approach to sales is an essential component for the success of a company. The "Sales Excellence-Approach" is extensive, without being complicated, and pleasantly practically oriented. Uwe Raschke Member of the Board of Management, Robert Bosch GmbH "Only those who manage their sales systematically will have long term success. This is especially true for retail banking. The Sales Excellence concept is a scientific approach that is oriented practically." Rainer Neske Member of the Management Board and Head of Private and Business Clients, Deutsche Bank AG Sales, too, must contribute to increase the company value. The productivity of using resources within sales becomes more and more important. Sales Excellence represents an outstanding help in making sales management more systematic. Achim Berg Chairman of the Management, Microsoft AG Germany and Area Vice President International Control and managing sales without destroying necessary intuition or improvisation represents a great challenge. However, this can be achieved with the help of the approach presented here. Hans W. Reiners President of the Division Styrol-Synthetics BASF AG From the Back Cover This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This content-rich and thought-provoking book has a very unique positioning: It considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function. The book includes many useful tools and guidelines and is enhanced with numerous examples, that help bring the concepts to life and make them very approachable for the trade market. A checklist-based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress as concepts are applied over time. This work is an essential resource and thought-provoking read for ambitious Sales Managers, including CEO-level executives. About the Author Professor Dr. Dr. h.c. Christian Homburg is Director of the Institute for Market-oriented Management at the University of Mannheim. He is also Chair of the Advisory Board of Professor Homburg Partner, an internationally operating management consulting firm. Professor Homburg is the author of numerous publications and a regular speaker at various conferences. Dr. Heiko Schaumli was a research assistant at Professor Homburg's chair and a freelance corporate consultant. After having worked for several years as a corporate consultant at a

renowned American consulting firm, he is now head of the strategy-global operations department at adidas. Dr. Janna Schneider was a research assistant at Professor Homburg's chair. Today, she is head of the marketing and international sales department at AHS Pruuml;fungstechnik, an international mechanical engineering company.