



Sales Management: What It s Really All About: What Sales Management Really Means and the Activities to Concentrate on to Ensure That the Sales Team Make Success Happen! (Paperback)

By Tim Royds

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Sales Management: What it s really all about is the first in a series of nine short books*, each of which explores a different part of this challenging role. Other titles consider specific areas, and do so in some depth - for example Sales Management: Field Based Coaching, which is book No.4 in the series. Even though each of the books can be read in isolation and in any order, this is arguably the one to read first, since it considers what Sales Management means and what the focus of the Sales Manager should really be. For those new to the role, the book provides the fundamental know-how that drives success, whilst for the more experienced Sales Manager the challenge is to ensure you are indeed investing time and effort in the activities that the book highlights as important. The book is written in a straight-forward and engaging style, and is brought to life by the inclusion of two Case Studies of organisations which have successfully applied the principles discussed. * Being published through 2014 2015 Refreshing,...



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