

Professional Sales Management (Mcgraw Hill Series in Marketing)



Professional Sales Management, 3e captures today's sales manager in action on the job. The book integrates the best of sales and marketing management while illustrating how the entire marketing organization -- both in the field and at headquarters -- must function as a team. Students learn how to create win-win relationships with individual consumers and organizational customers to solve problems of mutual interest. Discussions and examples of diverse sales concepts, issues, and activities provide an appropriate balance among theoretical, analytical and pragmatic approaches. The text blends the most progressive applications from the sales practitioners world with the latest research findings from academia. Step-by-step illustrations go beyond general descriptions to show how to carry out processes or calculations. Students analyze key behavioral, technological, and managerial forces and trends in the selling environment. Professional Sales Management, 3e helps the sales managers and salespeople of today and tomorrow prepare for the challenging and exciting years ahead.

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