

1. Record Nr.	UNINA990005531760403321
Autore	Beulé, Charles Ernest <1826-1874>
Titolo	1.: Grèce et Italie / par M. Beulé
Pubbl/distr/stampa	Paris : Didier et C., 1873
Edizione	[2. ed.]
Descrizione fisica	432 p. ; 19 cm
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910782426603321
Autore	Vieira Walter <1938->
Titolo	The new sales manager [[electronic resource]] : challenges for the 21st century / / Walter Vieira
Pubbl/distr/stampa	Los Angeles, : Response Books, 2007
ISBN	93-5150-022-5 1-281-96550-2 9786611965501 81-7829-984-4
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (204 p.)
Disciplina	658.8/1 658.81
Soggetti	Sales management Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Contents; Preface; Acknowledgements; The Trauma of Promotion; From Caterpillar to Butterfly; Serious Deficiencies of Salesmen; A Difficult and Challenging Job; Comparative Analysis-Top

Problems in Sales Force Management; Qualities Liked and Disliked; Attributes for Success; Managing the Job; Managing Time; Key Role in Corporate Planning; The Planning Process; Selecting and Recruiting Salesmen; Focused Salesmen Training; Planning the Itinerary; Effective Communication; Beyond Words; Written Reports; Making Meetings Work; Morale and Motivation; Effective Control Appraising and Developing Salesmen Discussing the Appraisal; The Salesman Who Won't Improve; Common Errors; A Focus on Ethics; Values and the Sales Manager; Age of Networking and Cooperation; The Sales Manager in the 21st Century; Ten Commandments; Sample Forms; About the Author

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#### Sommario/riassunto

The second edition of *The New Sales Manager* is an enormously useful book that provides practical advice and a sound foundation in sales management. to young managers. It is also an interesting, quick revision for senior sales. managers who want to revisit the theory of sales management, in a painless, and. perhaps, entertaining way. Covering the entire range of functions of a sales manager, the book has been. thoroughly revised and includes plenty of illustrations, Real-life anecdotes. and caselets to match the changes in the business environment.

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