

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; Th e 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

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.
