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Titolo	The Quintessence of Sales : What You Really Need to Know to Be Successful in Sales // by Stefan Hase, Corinna Busch
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Soggetti	Sales management Marketing Leadership Organization Planning Personnel management Sales/Distribution Business Strategy/Leadership Human Resource Management
Lingua di pubblicazione	Inglese
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction: Essential Sales Know-How -- The Dawn of the Sales Age: A First Basic Understanding -- The Sales Process -- The Sales Environment -- The Sales Team -- Sales Management -- Conclusion: Managing Sales Activities.
Sommario/riassunto	This book from the Quintessence series offers essential know-how on the theory and practice of sales, the main turnover and value driver of any business. Sales can be seen as the "front line" where key business successes are prepared and put into practice. Sales managers and salespeople, but also professionals from production, technology, and marketing will benefit from the concise presentation of the relevant topics. Having read this book, you should have a good understanding of the key stages of the sales process from acquiring new clients (or selling to old ones) to closing the deal, and be familiar with the most typical sales performance issues described here. Moreover, in order to

create a strong sales environment, you will know which qualities are needed both by sales leaders and ideal salespersons, and how to build a winning sales team and a high-quality sales organisation. Finally, by applying the principles of sales-centric business management, you will be readily equipped for immediate and lasting sales success.
