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Autore	Schwartz Matthew <1969->
Titolo	Fundamentals of sales management for the newly appointed sales manager / / Matthew Schwartz
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ISBN	1-281-12647-0 9786611126476 0-8144-2939-4
Edizione	[1st edition]
Descrizione fisica	1 online resource (225 p.)
Disciplina	658.8/1
Soggetti	Sales management Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Title Page; Copyright Page; Table of Contents; Acknowledgments; Chapter 1. Transitioning to Sales Management: New Responsibilities and Expectations; Going from "Selling" to "Managing"; Understanding the Current Sales Culture; Understanding who is on the Current Team; The Challenges of Being on Two Teams at Once; Embracing Change; The Big Picture-Short- and Long-Term; What's Next?; Chapter 2. It's All About Communication; Listening Skills; The Theory Behind Communication Styles; The Origins of DISC Theory; The Four-Quadrant System; How Roles and Situations Affect your Style Working with People with Different StylesStrategies for Improving Communications; Running an Effective Meeting; Presentation Skills; Chapter 3. Sales Planning: Setting the Direction for the Sales Team; Aligning the Corporate Strategy with the Sales Team; Where Sales Fits in the Corporate Structure; The Customer-Centric Organization; Marketing's Relationship to Sales; Creating a Plan; Characteristics of a Good Plan; Continuous Planning; Assessing the Business; Chapter 4. Time Management, Territory Planning, and Sales Forecasting; Time Management; The Art of Delegating; Sales Territory Planning

Chapter 5. Recruiting, Interviewing, and Hiring the Very Best Enhancing your Current Team; Developing Specific Criteria for the Selection Process; Optimal Sources for Recruiting; The Number one Rule in Recruiting: Constantly Recruit; Ensuring a Positive Interview Process; The Written Offer; Firing is Inevitable; Chapter 6. Building the Environment for Motivation: Compensation Plans, Recognition, and Rewards; Classical Motivation Theory; Sales Compensation and Incentives Planning; Benefits and the Total Compensation Package; Nonfinancial Incentives-Rewards and Recognition
Chapter 7. Training, Coaching, and Counseling: When and how to Apply Each Methods of Training Based on Learning Styles; The Core Concepts of Reinforcement; The Development of Winners; Coaching and Counseling; Goal-Setting Sessions; Chapter 8. Stepping up to be a True Leader; The Characteristics of a Team; Matching your Team with your Customer's Team; The Evolution of a Team; Time to Lead; Index

Sommario/riassunto

Easy-to-understand and filled with realistic examples and immediately usable strategies, Fundamentals of Sales Management for the Newly Appointed Sales Manager helps you understand what it takes to be a great sales manager, allowing you to avoid many of the common first-time sales management mistakes, and be successful right out of the gate. Dispensing with dry theory, the book helps you understand your new role in the organization, and how to thrive simultaneously as both a member of the management team, and as a team leader.

2. Record Nr.	UNINA9910157598803321
Autore	Stooker Richard
Titolo	Ruptura
Pubbl/distr/stampa	TBD : , : In Dreams Extreme Press, , 2016 ©2016
ISBN	1-63339-140-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (40 p.)
Altri autori (Persone)	HuidobroLucas
Soggetti	Paranoid schizophrenia Schizophrenia
Lingua di pubblicazione	Spagnolo
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Terrell Boyd es admitido al Centro de Salud Mental Malcolm Bliss. Diagn#65533;stico: Esquizofrenia tipo paranoide. Alega ser el #65533;ltimo en una larga l#65533;nea de salvadores del mundo.#65533;Sus poderes paranormales son verdaderos?#65533;O solo est#65533; loco?#65533;Y si ambas son ciertas? Su formato es #65533;nico. No es un texto hecho p#65533;rrafo tras p#65533;rrafo, pero un informe m#65533;dico psiqui#65533;trico. Esto lo mantiene corto, pero intenso.