

1. Record Nr.	UNINA9910458790503321
Autore	McLeod Doug
Titolo	The zero-turnover sales force [[electronic resource] ] : how to maximize revenue by keeping your sales team intact // Doug McLeod
Pubbl/distr/stampa	New York, : American Management Association, c2010
ISBN	1-282-49257-8 9786612492570 0-8144-1561-X
Descrizione fisica	1 online resource (257 p.)
Disciplina	658.8/102
Soggetti	Sales force management Sales management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	CONTENTS; INTRODUCTION: A Sales Force That Can Make Your Career; PART 1 REINVENTING THE SALES FORCE; PART 2 ELIMINATING THE 12 ASSASSINS OF SALES FORCE STABILITY; PART 3 NAVIGATING THE COURSE AHEAD; INDEX
Sommario/riassunto	No company's sales force should be a revolving door.