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ISBN	1-282-80193-7 9786612801938 1-4416-6183-2 93-5043-242-0 600-00-2863-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (306 p.)
Disciplina	658.8/1
Soggetti	Sales management Electronic books.
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; Nature and Scope of Sales Management; Personal Selling and Salesmanship; Selling Function; Relationship Strategy; Developing Product Solutions; Product Positioning; Consumer Behaviour; Prospecting; Approaching the Customer; Sales Presentation; Sales Demonstration; Negotiating Buyer Concerns; Closing the Sale; Servicing the Sale; Self Management; Personal Selling Objectives; Sales - Related Marketing Policies; Personal Selling Strategy; The Job of a Sales Manager; Sales Organisation; Personnel Management in the Selling Field; Recruiting Sales Personnel Selecting Sales Personnel Sales Training; Execution and Evaluation of Sales Training Programmes; Motivation and Morale of Sales Persons; Compensating Sales Persons; Management of Sales Expenses; Sales Meetings and Sales Contests; Controlling Sales People - Evaluation and Supervision; Sales Budget; Sales Quotas; Sales Territories; Sales Control and Cost Analysis; Case Studies
Sommario/riassunto	Since time immemorial, the art of salesmanship is being practiced by one and all be it bonny baby crying for mother`s attention, or a doting wife seeking gifts from her spouse or a student who tries to be in the

good books of his teacher to earn a higher score. Informally salesmanship has always been there. Formally, it came to be perfected after the Industrial Revolution. Slowly, salesmanship inspired other areas of promotion such as public relations and advertising. The common element is the communication that is informative, persuasive and remaining. As personal selling or salesmanship grew
