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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Die 4 Phasen erfolgreicher Neukundengewinnung -- Phase 1 – Prework: Selbstanalyse, Fokuswahl, Power Map und Planung -- Phase 2: Client-Relationship-Initiation: Contect, Invest -- Phase 3 – Sales: Verkaufsgespräch, neue Kunden durch Ausschreibungen, Contract -- Phase 4 – After Sales: Fanmanagement -- Controlling der Neukundengewinnung: Forecasting, Optimierungspotenzial, Strategische Analyse, Outsourcing. .
Sommario/riassunto	Dieses Buch liefert ein direkt umsetzbares Modell für die strategische Neukundengewinnung im B2B. Die Autoren erklären systematisch, wie die vier entscheidenden Phasen im Akquiseprozess – Prework, Client-Relationship-Initiation, Sales, After Sales – aussehen müssen, um erfolgreich zu sein. Sie erläutern die unterschiedlichen Herangehensweisen an die Neukundengewinnung und konzentrieren sich dabei auf den effizienten Prozess und die Anwendung in Kundengesprächen. Denn Neukundenakquisition heißt: den Menschen im Gegenüber gewinnen und Ziele erreichen. Alle Tipps sind praxiserprobт, leicht umsetzbar und werden an konkreten Beispielen veranschaulicht. „Das Buch gibt Praktikern eine klare Anleitung und ist ein wertvoller Begleiter für Führungskräfte und Vertriebsmitarbeiter mittelständischer Unternehmen vor und bei Kundenbesuchen.“ Prof. Dr. Ulrich Kreutle, Dozent für Marketing, AKAD Bildungsgesellschaft mbH

Der Inhalt Die vier Phasen erfolgreicher Neukundengewinnung Prework: Selbstanalyse, Fokuswahl, Power Map Client-Relationship-Initiation: Contact, Invest Sales: Verkaufsgespräch, Ausschreibungen, Contract After Sales: Vertrauensausbau, Fanmanagement, Kundenzufriedenheit Controlling der Neukundengewinnung: Optimierungspotenzial, Forecasting Implementierung: Strategische Analyse, Outsourcing Die Autoren Uwe Reusche ist seit 20 Jahren Vertriebs- und Managementberater und einer der beiden Geschäftsführer von ifsm - Institut für Sales & Managementberatung mit Sitz in Urbar. Dr. Till Reichert ist Coach und Business-Trainer. Zudem ist er als Lehrbeauftragter für Betriebswirtschaftslehre und Unternehmensberater tätig.

2. Record Nr.	UNINA9910567781003321
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Sommario/riassunto

The radical right has gained considerable ground in the twenty-first century. From Brexit to Bolsonaro and Tea Partiers to Trump, many of these diverse manifestations of right-wing populism share a desire to coopt or supplant the mainstream parties that have traditionally held sway over the centre right.