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Nota di contenuto	Intro -- The Spirit of Digitalization -- Never So Easy and Never So Difficult -- Another Book on Digitalization? -- And What About Technology? -- Not Amazon, Facebook, Apple, and Uber Again ... -- Is This Guide for Me? -- Contents -- About the Author -- Abbreviations -- 1: Digital Transformation in Sales, WHY Actually? -- 1.1 Sales Changing -- 1.1.1 Top Trends in Customer Behavior -- 1.1.2 Top Trends in Sales Technology -- 1.1.3 Top Trends in Sales Approaches and Models -- 1.1.4 Top Trends in Customer Behavior, Triggered by COVID-19 -- 1.2 The Drivers of the Digital Transformation in Sales -- 1.2.1 Market -- 1.2.2 Technology -- 1.2.3 Customer -- References -- 2: Digital Sales Transformation: WHAT Is It Really? -- 2.1 Digitalization in Sales: What Many Talk About and Few Really Understand -- 2.2 The Well-Kept Secret of Sales Organizations -- 2.3 Digital Transformation in Sales: What Is It Really All About -- References -- 3: 7W Strategy for Digital Transformation in Sales: HOW Do We Close the Gaps? -- 3.1 WHAT: Value Proposition -- 3.1.1 Customer Benefit -- 3.1.2 USP: Unique Selling Proposition -- 3.1.3 Trust Position -- 3.2 WHOM: Addressing -- 3.2.1 Target Customer -- 3.2.2 Target Markets -- 3.2.3 Relationship -- 3.3 WHEREBY: Approach -- 3.3.1 Sales Model -- 3.3.2 Sales Channels -- 3.3.3 Sales Process -- 3.4 WHY: Strategy -- 3.4.1 Market Position -- 3.4.2 Differentiation -- 3.4.3 Strategic Goals -- 3.5 WHERE: Positioning --

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