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Nota di contenuto	The author; Preface; Contents; User's overview; Introduction; Part one: philosophy; Part two: framework; 1. Agree targets and objectives; 2. Organise appointments and travelling; 3. Plan and prioritise daily; 4. Developing existing customers; 5. Find profitable new customers; 6. Know your products and markets; 7. Monitor and manage performance; 8. Master your paperwork; 9. Get more from your meetings; 10. Manage your own development; Part three: system
Sommario/riassunto	Sales effectiveness is a key issue in businesses that deploy sales teams because of high salary and wage costs. This guide shows how to manage time more effectively, plan and monitor performance, develop the customer base and track progress.