

1. Record Nr.	UNINA9910783279103321
Autore	Simpkins Robert A. <1945->
Titolo	The secrets of great sales management [[electronic resource]] : advanced strategies for maximizing performance // Robert A. Simpkins
Pubbl/distr/stampa	New York, : American Management Association, c2004
ISBN	0-8144-2809-6
Descrizione fisica	xii, 212 p
Disciplina	658.8/1
Soggetti	Sales management Sales personnel - Training of
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The changing world of sales management -- Planning for today and tomorrow -- Crafting the professional sales force -- Finding the sales team talent -- Strengthening the sales team -- Compensation programs that drive superior performance -- Now lead : measuring and managing performance -- Coaching and counseling -- Looking towards the future.