

1. Record Nr.	UNINA9910790765203321
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Titolo	Competitive intelligence and the sales force : how to gain market leadership through competitive intelligence // Joel Le Bon
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-617-4
Edizione	[First edition.]
Descrizione fisica	1 online resource (150 p.)
Collana	Selling and sales force management collection, , 2161-8917
Disciplina	658.47
Soggetti	Business intelligence Sales force management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2013 digital library.
Nota di bibliografia	Includes bibliographical references (pages 117-119) and index.
Nota di contenuto	Biography -- Acknowledgments -- Preface -- Introduction -- 1. Information, intelligence, and sales strategy -- 2. Competitive intelligence and the market-oriented organization -- 3. Competitive intelligence and the sales organization -- 4. Competitive intelligence acquisition, management, and sales ethics -- Conclusion -- Notes -- References -- Index.
Sommario/riassunto	Government intelligence agencies throughout the world are finding once again that human abilities and sources rather than technology are more reliable and instrumental in intelligence gathering efforts. Companies have known this for quite some time and have tried to leverage their best source of competitive intelligence: the sale force! Because of their daily presence in the field and favored relationships with their customers, salespeople are the eyes and ears of their companies. In the new economic war, managers cannot take the chance of not being fully aware of the way they could be threatened by the competition. Yet, organizations face great difficulties to stimulate salespeople's collection and dissemination of competitive intelligence, and to manage market-based intelligence efficiently. This book aims to assist sales and marketing managers face such challenges while providing them with answers to the following key questions: How can a firm transform information into intelligence? What kind of information should be collected in the field? How can a firm manage and distill

market-based intelligence across its functions and maintain a market orientation strategy? What is the best method to enhance and sustain the sales force's commitment to the firm's competitive intelligence system? Which methods might improve salespeople's competitive intelligence acquisition techniques and exploitation capabilities? How should firms approach ethical questions surrounding competitive intelligence activities? By leveraging the latest research, practitioners' interviews, companies' best practices, along with practical tools and guidelines, this book helps organizations achieve their market-orientation strategy and maintain a sustainable competitive edge.
