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Nota di contenuto	1. Trade structure and route to market -- 2. The sales strategy -- 3. The performance indicators for sales management -- 4. Organizational roles and responsibilities -- 5. Organization models, recruitment, and incentives -- 6. The business planning process -- 7. The order to cash process -- 8. The sales and operations planning process -- 9. The challenges of sales management -- References -- Index.
Sommario/riassunto	The sales function is becoming more and more strategic because (a) the customer base is rapidly evolving through internationalization, mergers, and acquisitions, and (b) the manufacturers' marketing and supply chain functions are being progressively centralized, regionalized, and globalized. Multinational companies develop most of their brands and activation programs with a global scope and feed their markets through international supply networks. As a result, their operating units--national or transnational--are asked to act as "selling machines," which must be capable of both implementing global corporate strategies locally and providing structured feedback to improve the efficacy of the international brand portfolio. In this context, the challenge for the sales function is to develop effective sales strategies and to deliver excellent sales operations. The purpose of the book is to provide a practical guide to sales management through the analysis of its key components: route to market, sales strategy, key performance indicators, organizational models, sales force management, customer business planning, sales and operations

planning, and order to cash. For each of these topics, the content of the book is a balance of theory, practical tips, and tools, keeping in mind not only the "what," but also the "how" of the implementation.

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