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| Autore | Colletti Jerome A |
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| Nota di contenuto | Preliminaries; CONTENTS; Chapter 1 Why Your Company Requires New Sales Roles; Chapter 2 Why Sales Compensation Plans Fail; Chapter 3 How to Adopt New Sales Roles to Win and Retain Satisfied Customers; Chapter 4 A Blueprint for Linking Compensation to New Sales Roles; Chapter 5 What to Expect and How to Measure Success in New Sales Roles; Chapter 6 Designing Compensation Plans for New Sales Roles; Chapter 7 Compensating Telechannel Jobs; Chapter 8 Compensating Sales Support Staff; Chapter 9 Compensating Sellers and Teams for Large Sales; Chapter 10 Compensating Sales Managers and Team Leaders Chapter 11 Tackling Some of the More Challenging Design Issues Chapter 12 How to Introduce Compensation Plans for New Sales Roles; Chapter 13 Evaluating Results under a New Sales Compensation Plan; Chapter 14 Future Challenges; Appendices; Notes; Index |
| Sommario/riassunto | Now updated to cover the online selling arena--the most comprehensive guide to building an innovative sales compensation plan. |

