

1. Record Nr.	UNINA9910830467803321
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Titolo	Rethinking sales management [[electronic resource]] : a strategic guide for practitioners // Beth Rogers
Pubbl/distr/stampa	Hoboken, NJ, : John Wiley & Sons Inc., c2007
ISBN	1-119-99551-5 1-119-20869-6 1-281-84039-4 9786611840396 0-470-51697-6
Descrizione fisica	1 online resource (315 p.)
Disciplina	658.8/1 658.81
Soggetti	Sales management Selling
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Rethinking Sales Management; Contents; Foreword; Acknowledgments; About the author; Introduction; PART I: Strategy; 1: The big picture; 2: The purchaser's view; 3: The B2B relationship development box; PART II: Using the Relationship Development Box; 4: Strategic relationships; 5: Prospective relationships; 6: Tactical relationships: the power of low touch; 7: Cooperative relationships; 8: The end of relationships; PART III: Strategic Focus for 21st-Century Sales Management; 9: Reputation management; 10: Working with marketing; 11: Leadership; 12: Process management; Bibliography; Index
Sommario/riassunto	Until recently, sales managers received no specific training for their jobs. However, selling has become more complex with the emergence of regulations and more sophisticated customers. Sales managers need to inspire and achieve sales results by managing teams of professionals and other resources. To do so, they need guidance on dealing with issues that arise in these broader aspects of their role. This concise guide for sales managers is based on a well-known sales management technique called the 'customer portfolio matrix'. Beth Rogers weaves

her version of this throughout, enabling sales
