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Nota di contenuto	Introduction -- Theoretical Framework -- Qualitative Study -- Quantitative Study -- Critical Appraisal -- Conclusion -- Bibliography.
Sommario/riassunto	Sales processes in the business customer segment are increasingly taking place on a multi-person level. In order to ensure that technical experts and decision-makers can be adequately deployed in the selling center, sales associates usually carry out leadership tasks. The leadership of the selling center participants plays a crucial role when it comes to acting in a coordinated and professional manner towards the customer. However, this presupposes that a sales associate is accepted in the leadership role by all participants involved. This book examines the factors that generate acceptance of leadership within selling centers in order to enable and positively influence the cooperation of the selling center team. About the author Dr. Rico Schwarzkopf received his doctorate from the Universidad Católica San Antonio de Murcia on the topic of leadership acceptance in sales projects. He collected many years of experience in B2B sales and sales excellence.

