

1. Record Nr.	UNINA9911099790903321
Autore	Zoltners Andris A
Titolo	The complete guide to accelerating sales force performance / / Andris A. Zoltners, Prabhakant Sinha, Greggor A. Zoltners
Pubbl/distr/stampa	New York, : AMACOM, c2001
ISBN	9780814426166 0814426166
Edizione	[1st edition]
Descrizione fisica	1 online resource (491 p.)
Altri autori (Persone)	SinhaPrabhakant ZoltnersGreggor A. <1964->
Disciplina	658.8/1
Soggetti	Sales management Sales personnel Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Intro -- Contents -- Preface -- The Role of the Sales Force in the Go-to- Market Strategy -- Sales Force Assessment and Strategy -- Sizing the Sales Force for Strategic Advantage -- Structuring the Sales Force for Strategic Advantage -- Designing Sales Territories That Increase Sales -- Recruiting the Best Salespeople -- Training the Sales Force -- The Critical Role of the First- Line Sales Manager -- Motivating the Sales Force -- Compensating for Results -- Setting Effective Goals and Objectives -- Precision Selling -- Using Technology to Assist the Sales Force in Customer Relationship Management -- Performance Management -- Building a Potent Sales Force Culture -- Index.
Sommario/riassunto	Every firm's sales force combines the distinctive personalities of its members with the complex issues of size, pay structure, incentives, performance evaluation, and effective uses of new technology. And while underrepresented in most marketing texts, the success of the sales force is a major component in the overall success of most companies. The Complete Guide to Accelerating Sales Force Performance develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-

to-market strategy. It's loaded with proven ideas for improving such "success drivers" as: culture sales force structure hiring sales manager selection training compensation technology sales territory design goal setting performance management. Packed with valuable insights and real-life examples, this guide is an excellent source of practical ideas for sales and marketing managers in all industries.

2. Record Nr.	UNINA9911114432503321
Autore	Critch Nathan
Titolo	The Politics of Public Inquiries : Crises, Containment and Contestation
Pubbl/distr/stampa	Cham : , : Palgrave Macmillan, , 2026 ©2026
ISBN	9783032141262
Edizione	[1st ed.]
Descrizione fisica	1 online resource (226 pages)
Collana	Understanding Governance Series
Disciplina	320.60941
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Public inquiries are a ubiquitous part of political life in Britain. When major crises occur, calls for a "full and public inquiry" often follow. Recent inquiries have investigated the government 's handling of the Covid-19 Pandemic, abuses committed by undercover police, the Post Office Horizon IT scandal, the Grenfell Tower fire, and.