

1. Record Nr.	UNINA9910459428803321
Autore	Chunawalla S. A
Titolo	Sales management [[electronic resource]] : with (personal selling--salesmanship) // S.A. Chunwalla
Pubbl/distr/stampa	Mumbai [India], : Himalaya Pub. House, 2009
ISBN	1-282-80193-7 9786612801938 1-4416-6183-2 93-5043-242-0 600-00-2863-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (306 p.)
Disciplina	658.8/1
Soggetti	Sales management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	COVER; CONTENTS; Nature and Scope of Sales Management; Personal Selling and Salesmanship; Selling Function; Relationship Strategy; Developing Product Solutions; Product Positioning; Consumer Behaviour; Prospecting; Approaching the Customer; Sales Presentation; Sales Demonstration; Negotiating Buyer Concerns; Closing the Sale; Servicing the Sale; Self Management; Personal Selling Objectives; Sales - Related Marketing Policies; Personal Selling Strategy; The Job of a Sales Manager; Sales Organisation; Personnel Management in the Selling Field; Recruiting Sales Personnel Selecting Sales Personnel; Sales Training; Execution and Evaluation of Sales Training Programmes; Motivation and Morale of Sales Persons; Compensating Sales Persons; Management of Sales Expenses; Sales Meetings and Sales Contests; Controlling Sales People - Evaluation and Supervision; Sales Budget; Sales Quotas; Sales Territories; Sales Control and Cost Analysis; Case Studies
Sommario/riassunto	Since time immemorial, the art of salesmanship is being practiced by one and all be it bonny baby crying for mother's attention, or a doting wife seeking gifts from her spouse or a student who tries to be in the

good books of his teacher to earn a higher score. Informally salesmanship has always been there. Formally, it came to be perfected after the Industrial Revolution. Slowly, salesmanship inspired other areas of promotion such as public relations and advertising. The common element is the communication that is informative, persuasive and remaining. As personal selling or salesmanship grew

2. Record Nr.

UNISA996390895003316

Titolo

The Psalter or Psalms of Dauid [[electronic resource]] : after the translation of the great Bible, pointed as it shall be said or soong in churches

Pubbl/distr/stampa

Imprinted at London, : By the assigne of William Seres, 1587

Descrizione fisica

[160] p

Soggetti

Psalters

Lingua di pubblicazione

Inglese

Formato

Materiale a stampa

Livello bibliografico

Monografia

Note generali

Colophon imprint: Imprinted at London : By Henrie Denham, dwelling in Aldersgate street at the signe of the Starre, being the assigne of William Seres, 1587.

Signatures: A-Kâ.,

Title within illustrated border.

Reproduction of original in the St. John's College (University of Cambridge). Library.

Sommario/riassunto

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