

The Complete Guide To Accelerating Sales Force Performance

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The first book in the series, entitled The Complete Guide to Accelerating Sales Force Performance (AMACOM Books, American Management Association, 2001), presents innovative, yet practical ideas for improving sales force productivity in all areas of sales management, including sales force assessment, sizing, structuring, territory design, recruiting, training, first-line management, motivation, compensation, goal setting, precision selling, customer relationship management, performance ...

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The Complete Guide to Accelerating Sales Force Performance How to Get More Sales from Your Sales Force 1st edition by Andris A. Zoltners. 6 Want to read; Published April 15, 2001 by AMACOM/American Management Association. Written in English.

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Summary of The Complete Guide to Accelerating Sales Force Performance Andris A. Zoltners, Prabhakant Sinha and Greggor A. Zoltners

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The Complete Guide to Accelerating Sales Force Performance provides step-by-step instructions for addressing many critical issues directly related to increasing sales force productivity. It is educational like a textbook, but it also offers immediate, hands-on guidance. It is advisory like a sales manager manual, but its scope is much greater.

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