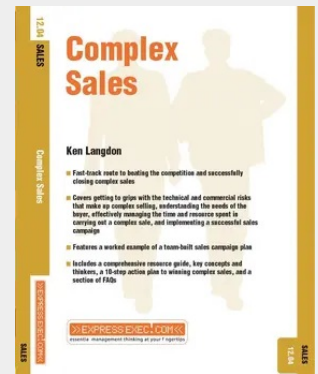


Complex Sales

The sales function is the front-line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people.

* Fast-track route to beating the competition and successfully closing complex sales. * Covers getting to grips with the technical and commercial risks that make up complex selling, understanding the needs of the buyer, effectively managing the time and resource spent in carrying out a complex sale, and implementing a successful sales campaign * Features a worked example of a team-built sales campaign plan * Includes a comprehensive resource guide, key concepts and thinkers, a 10-step action plan to winning complex sales, and a section of FAQs



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Nicht mehr lieferbar

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