

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.

Kent Urban Legends: The Phantom Hitchhiker and Other Stories, Geriatric Cardiology (Cardiovascular Clinics), The Ivory Caribou (Anne O'Malley Arctic Adventures Book 1), Zoom! - Space, The Animal Story Book, the Merry Maker, Stories of School & College Days, a Book of Brave Deeds, Tales of Fantasy, a Book of Famous Explorers, the Book of Adventure, a Book of Famous Myths and Legends, the Story Teller] -- 9 Volume Set 1947 (Young Folks L, The Everything Running Book: The ultimate guide to injury-free running for fitness and competition (Everything Series), El Hierro: Tourist Map - Hiking Paths - Road Map - Tourist Information (Spanish Edition), Hematology/Oncology Clinics of North America: Radiation Medicine Update for the Practicing Oncologist, Part II,

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