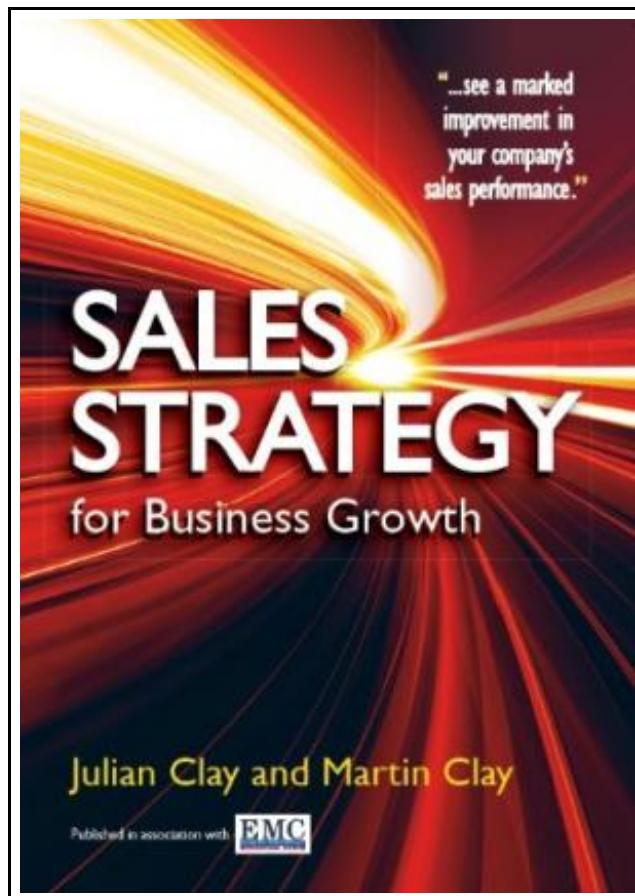


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Thorogood. Paperback. Book Condition: new. BRAND NEW, Sales Strategy for Business Growth: ". See a Marked Improvement in Your Company's Sales Performance.", Julian Clay, Martin Clay, This book is designed to help businesses construct and implement their sales strategy. The world is changing extremely quickly, with ever more competition entering different markets and making use of advancing technology. Adding real value and building good business relationships can be a real differentiator with so much choice. This is why consumers often put demands on companies to supply products and services faster, better and at lower cost. Responding to these changing expectations and making the most of the opportunities presented to a company will determine how successful it will be. Understanding how a sales team operates within a changing environment and having a proactive approach will have a big impact on a company's future success. The ideas in this book will appeal to: Business owners who may not have had any formal sales or management training. Others may want to review their existing sales strategy or improve its implementation. Directors who want to learn how members of a sales team behave so they can understand the barriers and opportunities which impact on the strategic direction of the company. Sales Managers who currently manage a sales team and who want to improve their understanding of the economic, sales, marketing planning and behavioural side to management in order to increase sales effectiveness.



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