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The high cost of deploying sales people means effectiveness is a key business issue. This book provides a set of simple, practical, proven, award-winning techniques based on published and private research on the needs of today's sales force and the successful sales management system developed by Professor John Adair.

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SALES MANAGEMENT: AN OVERVIEW

STRUCTURE 1.0 Objective 1.1 Introduction 1.2

Definition 1.3 Benefits of selling activities 1.4 Elements of

sales management 1.5 Objectives of sales management 1.6 SMBO approach 1.6.1 Process of SMBO 1.6.2 Importance of SMBO 1.7 Organisation of selling unit 1.7.1 Need and Importance 1.7.2 Functions of Sale Organisation 1.7.3 Structure of Sales Organisation 1.7.4

Sales Management - An Overview

Sales Management – An Overview The art of meeting and exceeding the sales goals of an organization through effective planning, controlling, budgeting and leadership refers to sales management . Sales Management helps the organization to achieve the sales targets efficiently.

Sales Operations: What It Is, Why It Matters & How To Do ...

Sales operations refers to the unit, role, activities and processes within a sales organization that support, enable, and drive front line sales teams to sell better, faster, and more efficiently. Through strategically implemented training, software tools and engagement techniques, sales ops leaders enable sales reps to focus more on selling in order to drive business results. But perhaps more

4 Key Components of Your Sales Organization's Structure

In sales forces of any size, changing the sales organization structure is an uphill battle. Structure relates to the organization of selling at the company, including sales compensation, territory design, account and lead assignments, and more.

Sales management - Wikipedia

Sales management is a business discipline which is focused on the practical application of sales techniques and the management of a firm's sales operations. It is an important business function as net sales through the sale of products and services and resulting profit drive most commercial business.

Nature and Scope of Management | Management Study HQ

Financial Management includes accounting, budgetary control, quality control, financial planning and managing the overall finances of an organization. Personnel Management includes recruitment, training, transfer promotion, demotion, retirement, termination, labor-welfare and social security industrial relations.

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