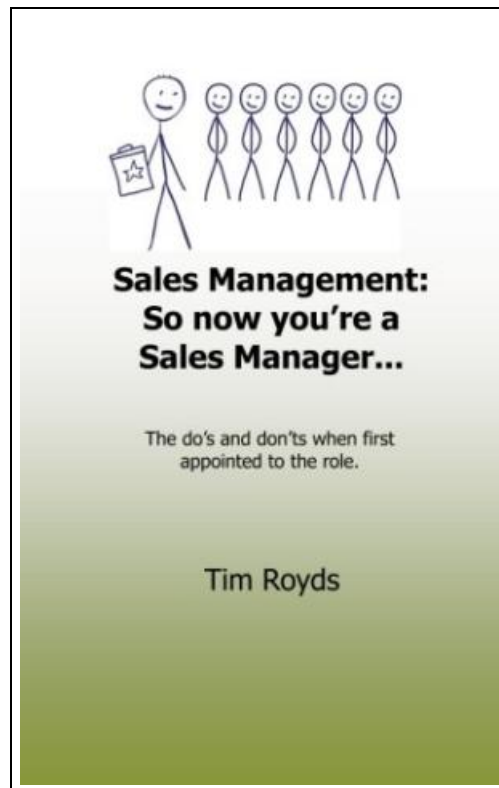


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(Prof. Herta Mann)

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Sales Management: So now you re a Sales Manager. is the second in the nine-book Sales Management series*. This book focuses on the key do s and don ts when first appointed to this exciting and challenging role, and provides the advice and guidance that will ensure that the transition to Sales Management is as smooth and successful as possible. And this advice and guidance is not just theoretical; the book includes a powerful Case Study of how a newly appointed National Sales Manager applied the principles, and the results he achieved as a consequence. Although each of the books in this series have been written so that they can be read independently of each other, the ideal partner to this book is the first in the series: Sales Management: What it s really all about, since it provides a clear understanding of precisely what it is that the more successful Sales Managers do. * Being published through 2014-2016 A must-read for newly appointed sales managers, this book also serves as a great refresher for those who have been in sales management for several years Daniel Porter, Regional Sales Director - US, World Challenge In my first days as a new Sales Manager, I remember how the gap between reality and perception was significant. A book such as this would have been extremely useful. Jeremy Noad, Global Sales Transformation Manager.



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