



Insights for Sales Force Success: Practical Ideas for Winning in Todays Selling Environment

By Sally E. Lorimer

ZS Associates, Inc. Paperback. Condition: New. 132 pages. Dimensions: 9.0in. x 5.9in. x 0.4in. Sales forces have many moving pieces, and sales executives and managers face tremendous complexity as they seek to drive profitable revenue growth in today's challenging B2B selling environment. In this book, global sales management thought leaders Andy Zoltners, Prabha Sinha, and Sally Lorimer share actionable ideas for enhancing the power of any sales force. By organizing insights from blogs around a proven sales force system framework the authors created, the book can help sales leaders: Find hidden opportunities for sales growth. Size and structure their sales teams to meet changing customer needs. Hire and retain the best sales and managerial talent. Motivate and direct sales activity to align with strategic priorities. Use data and analytics to create insights for driving sales performance. Lead sales forces to succeed in today's digital world. And much more! This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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