



## Selling and Sales Management (8th Edition)

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By Jobber, David; Lancaster, Geoffrey

Prentice Hall, 2011. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Part One Sales perspective1 Development and role of selling in marketing2 Sales strategiesPart Two Sales environment3 Consumer and organisational buyer behaviour4 Sales settings5 International selling6 Law and ethical issuesPart Three Sales technique7 Sales responsibilities and preparation8 Personal selling skills9 Key account management10 Relationship selling11 Direct marketing12 Internet and IT applications in selling and sales managementPart Four Sales management13 Recruitment and selection14 Motivation and training15 Organisation and control16 Sales forecasting and budgeting17 Salesforce evaluation.



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