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## Sales - What a Concept!: A Guidebook for Sales Process Performance Improvement (Paperback)

By III Henry C Waters

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developing a clear understanding of your sales systems and

the sales processes that impact selling and buying of your

product, service or solution. Understand how to improve

results, assess what works and what does not work in your

organization and implement changes resulting from analyzing

your processes. Any organization benefits from reviewing the

concepts presented, performing the exercises using the

templates and activities supplied in the workbook.

Understanding your sales system and the selling and buying

processes will enhance your ability to win more business. You

will learn new ways to assess your competition and to develop

strategies and tactics that differentiate your company from the

competitors. You will learn the importance of aligning the

business, marketing, sales and operational support plans to

improve responsiveness, reduce costs, manage to metrics

more effectively and with fewer communication problems.

Learn a new view on improving customer perspectives.



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