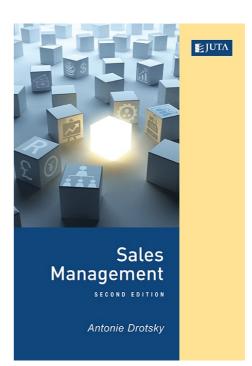


Sales Management

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About this Publication:

Sales drive the business world and the economy. However, sales in any business need to be managed to ensure that the business achieves its objectives. This is where the function of sales management comes into the business structure: it plays the key role of ensuring that salespeople succeed at selling. The profitability of the organisation depends on how successfully sales managers lead their sales force.

The sales manager is responsible for the strategic planning of the sales force, which includes the management of the selling process and organising the sales activities within the sales department.

Contents Include:

- Chapter 1 Sales Careers and the Selling Process
- Chapter 2 Organising the sales effort
- Chapter 3 Sales forecasting and budgeting
- Chapter 4 Territory and time management
- Chapter 5 Recruitment and selection of salespersons
- Chapter 6 Sales training
- Chapter 7 Leadership
- Chapter 8 Sales motivation
- Chapter 9 Sales force remuneration commission, base salaries, bonuses
- Chapter 10 Evaluating sales force performance
- Chapter 11 Sales promotions
- Chapter 12 Sales metrics

Of Interest and Benefit to:

This book will be a valuable resource for sales managers who want to improve their knowledge, salespeople who want to advance their careers and students studying marketing and sales.