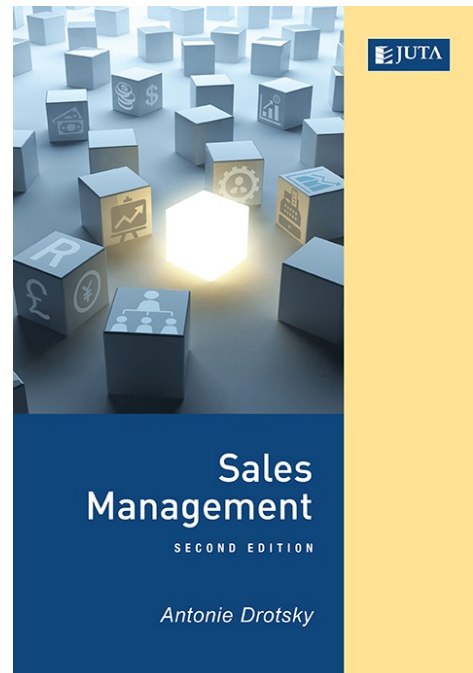


Sales Management

Edition: 2nd Edition
Publication date: 2016
Author/Editors: Drotsky, A
ISBN: 9781485121244
Format: Soft Cover
Number of Pages: 272
Retail price: R467.00 (incl. VAT, excl. delivery.)
Website Link: juta.co.za/pdf/24610/



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.