



## e-Selling: Sales 12.3 (Paperback)

By Bob Cotton

John Wiley and Sons Ltd, United Kingdom, 2003. Paperback. Condition: New. 1. Auflage. Language: English . Brand New Book. The sales function is the front--line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self--development for sales people.



## Reviews

If you need to adding benefit, a must buy book. It is actually rally interesting through reading time period. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Olen Mills

An extremely awesome ebook with perfect and lucid reasons. This is certainly for all who statte there was not a well worth looking at. Your daily life span will likely be convert as soon as you complete looking over this book.

-- Anahi Heaney