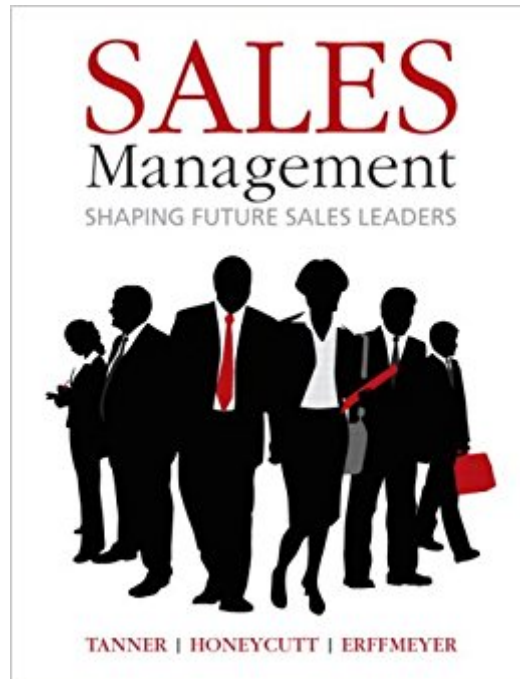




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# Sales Management



## Synopsis

Tanner is the only book on the market that prepares students to become effective sales managers in today's hyper-competitive, global economy by integrating current technology, research, and strategic thinking activities. KEY TOPICS: Strategic Planning; Sales Leadership; Analyzing Customers and Markets; Designing and Developing the Sales Force; Process Management; Measurement, Analysis, and Knowledge Management; Cases For anyone looking for an up-to-date book on sales management with an emphasis on CRM.

## Book Information

Hardcover: 464 pages

Publisher: Prentice Hall; 1 edition (November 7, 2008)

Language: English

ISBN-10: 0132324121

ISBN-13: 978-0132324120

Product Dimensions: 8.3 x 0.9 x 10.2 inches

Shipping Weight: 2.3 pounds

Average Customer Review: 3.9 out of 5 stars 7 customer reviews

Best Sellers Rank: #169,894 in Books (See Top 100 in Books) #44 in Books > Textbooks > Business & Finance > Sales #350 in Books > Textbooks > Business & Finance > Marketing #519 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

Water damage, MOLD!!!!

who likes school books anyways?

This book worked out well for me

Just what I needed for class.

Nice book for beginners

Thanks

Overall, the book was in pretty good condition. It also got here pretty quickly so I would recommend it to anyone who needs this for a class.

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Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) Sales Management. Simplified: The Straight Truth About Getting Exceptional Results from Your Sales Team Psychology of Sales : From Average to Rainmaker: Using the Power of Psychology to Increase Sales Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview,Negotiating,Sales,Resumes,Persuasion,Business Plan Writing Book 4) The Sales Playbook: for Hyper Sales Growth Outsourcing the Sales Function: The Real Costs of Field Sales ASAP Accelerated Sales Action Plan: Professional Sales Agent Version Sales EQ: How Ultra High Performers Leverage Sales-Specific Emotional Intelligence to Close the Complex Deal Life Insurance Sales Success Formula: A Comprehensive Guide to Building a Successful Life Insurance Sales Career The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales The Future of the Sales Profession: How to survive the big cull and become one of your industry's most sought after B2B sales professionals 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. How to Increase Sales and Double your Income: Proven Methods for Generating Consistent Sales Leads Smart Sales Manager: The Ultimate Playbook for Building and Running a High-Performance Inside Sales Team Stephan Schiffman's Telesales: America's #1 Corporate Sales Trainer Shows You How to Boost Your Phone Sales Inside Sales Pro: Master Your Inside Sales Skills and Boost Your Career Savage Sales Secrets: 29 Proven Strategies For Profitable Sales 42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams That Deliver Quantum Results The Sales Survival Handbook: Cold Calls, Commissions, and Caffeine Addiction--The Real Truth About Life in Sales Vacation Ownership Sales Training: The One-on-One Successful Training Guide for the First Year of Timeshare Sales

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