

Sales Force Automation Using Web Technologies

Deborah J. Chavez, Ingrid Schneider

Sales Force Automation Using Web Technologies:

Sales Force Automation Using Web Technologies Navtej (Kay) Khandpur, Jasmine Wevers, 1997-11-03 A complete guide to planning implementing and managing Web based sales force automation systems Companies all over the world have discovered that the use of Web based technologies can dramatically contribute to the effectiveness and efficiency of their sales force and at the same time increase customer satisfaction Yet until now there has not been one comprehensive guide for sales managers Webmasters and IT managers to get the sales process and technical know how they need to successfully integrate automation technologies into their organizations business processes In this book authors Kay Khandpur and Jasmine Wevers take you step by step through such key functions of the sales process as lead generation and qualification sales calls and customer relationship management and demonstrate how each function can be automated using Web technologies They present a comprehensive framework for planning and implementing SFA projects and they review in depth some commercially available tools and technologies used in SFA including a marketing encyclopedia system a sales configuration system a sales reporting system and an entire sales force automation solution The CD ROM includes HTML templates for key sales activities such as lead generation lead qualification sales configuration and more A template for a Request for Proposal for sales force automation tools SFA product information and demonstration software from leading vendors Visit our Web site at www wiley com compbooks

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importance of customer relationship management and how salespeople are aligning their interactions with the marketing function The text will review recent research to identify how to grow and organise the sales pipeline manage hybrid sales teams and the effects of new technologies on selling processes These discussions will be helpful in highlighting issues and providing some solutions to practitioners who are operating in new environments This book will be invaluable to sales researchers as it summarises current knowledge about key sales and sales management topics and indicates possible future research directions **Multilingual Computing & Technology**, 2005 **InfoWorld**, 1998-03-23 InfoWorld is targeted to Senior IT professionals Content is segmented into Channels and Topic Centers InfoWorld also celebrates people companies and projects **Information Technology for Management** Efraim Turban, Ephraim McLean, James Wetherbe, 2004 A practical managerial oriented approach that shows how IT is used in organizations to improve quality and productivity Case studies highlight new technology and applications including fuzzy logic neural computing and hypermedia Contains a variety of cases that emphasize problems many corporations encounter Features international cases illustrating how IT can be adapted to other cultures *Management Information Systems* James A. O'Brien, 2004 **Management Services**, 2002

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