

Personal Selling: Foundations, Process and Management

Enis, Ben M.

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Personal Selling Foundations Process And Management

William C. Braun



Personal Selling Foundations Process And Management:

Positionen im Team Selling Dr. Steffen Böhm, 2025-03-23 Das vorliegende Buch beschäftigt sich mit der Verkaufsunterstützung im B2B Bereich und zeigt dem Leser Möglichkeiten auf den Unternehmenserfolg im komplexen Verkauf zu vergrößern. Es betrachtet verschiedene Positionen innerhalb eines Verkaufsteams und beschreibt das Zusammenspiel der am Verkauf beteiligten Akteure. Dazu verknüpft der Autor zwei Forschungsfelder und die dazugehörigen Praxistrends. Er zeigt den Wandel der Klassifizierung von Verkaufspositionen und weiteren Verkaufsunterstützungsressourcen, als auch den Wandel von sogenannten Verkaufsstilen oder Verkaufsansätzen. Fünf empirische Studien führen zu neuen, bisher nicht gezeigten Erkenntnissen. Als überraschendes Ergebnis führt der Autor dem Leser vor Augen, dass verkaufsunterstützende Positionen in Form von Spezialisten wichtiger für den Verkaufserfolg sind, als die Verkaufserposition selbst. Darauf aufbauende Anwendungsfälle in führenden Unternehmen sowie Empfehlungen und Orientierungshilfen für die Ausrichtung der Vertriebsorganisation oder als Grundlage für Investitionsentscheidungen helfen dem Leser, die Erkenntnisse in der Unternehmenspraxis umzusetzen.

Online-Kommunikationsverhalten von Multiplikatoren Michael Möller, 2011-11-01 Dr. Michael Möller untersucht pers. nlichkeitsspezifisch die Abgabe von Online Kundenartikulationen und damit den Zusammenhang zwischen Pers. nlichkeitsstruktur und dessen Einfluss auf die Meinungsführerschaft in der Online Umgebung.

Personal Selling Ben M. Enis, 1979 A Research Agenda for Sales Fernando Jaramillo, Jay P. Mulki, 2021-01-29 A Research Agenda for Sales presents a roadmap of the future of sales. Eight recognized sales scholars discuss ideas that scholars are exploring and that firms can use for success in hypercompetitive markets with demanding customers. Featuring original research and current developments in the field, the chapters focus on critical topics and provide answers to important questions by company leaders and sales scholars.

E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology Kollmann, Tobias, Kuckertz, Andreas, Stöckmann, Christoph, 2010-02-28 Information and communication technologies related to digital networks enable the continued rise of entrepreneurial business opportunities and inventive business models. E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology provides a unique and quintessential overview of the current state of conceptual and empirical research at the interface of e-business and entrepreneurship research. Contributing an enhanced understanding of the important interface of e-business and entrepreneurship, this reference publication brings together leading academics and practitioners from around the world, offering essential reading material for students, educators, managers, entrepreneurs, and political decision makers interested in applying and fostering e-business concepts in an entrepreneurial environment.

Sales Management Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker Jr., Michael R. Williams, 2015-03-27 The new 9th edition of Sales Management continues the tradition of blending the most recent sales management research with real-life best practices of leading sales organizations. The authors teach sales management courses and interact with sales managers and

sales management professors on a regular basis Their text focuses on the importance of employing different sales strategies for different consumer groups as well as integrating corporate business marketing and sales strategies Sales Management includes current coverage of the trends and issues in sales management along with numerous real world examples from the contemporary business world that are used throughout the text to illuminate chapter discussions Key changes in this edition include Updates in each chapter to reflect the latest sales management research and leading sales management trends and practices An expanded discussion on trust building and trust based selling as foundations for effective sales management All new chapter opening vignettes about well known companies that introduce each chapter and illustrate key topics from that chapter New or updated comments from sales managers in Sales Management in the 21st Century boxes An online instructor's manual with test questions and PowerPoints is available to adopters

Principles of Selling Gordon R. Storholm, Louis Kaufman, 1985 **Sales Force Management** Gilbert A. Churchill, Neil M. Ford, Orville C. Walker, 1985 Journal of Marketing, 1997 *Marketing Information* Jac L. Goldstucker, 1982 Handbook of Selling Gary M. Grikscheit, Harold C. Cash, William Joseph Eliot Crissy, 1981 *1983 AMA Educators' Proceedings* American Marketing Association, American Marketing Association. Educators' Conference, 1983 **Audiocassette/workbook Use in Continuing Adult Education** William C. Braun, 1983 **Promotion Management** John J. Burnett, 1984 California Management Review, 1958

Global Business Camille Passler Schuster, Michael J. Copeland, 1996 Written for undergraduates graduate students and executives in training Global Business is a useful tool for anyone involved in business or government transactions with someone from another country The text offers a solid foundation for building a successful global strategy by showing how a business person can modify their approach and communication to be effective outside their own culture Can also be used as a supplement for an international business international marketing or business strategy policy course Since national and international diplomacy isn't the same as cutting a business deal this text is written from a business rather than diplomatic perspective Theory and examples are brought together equipping students to prepare themselves to analyze new situations Students are taught how to prepare before the sale or negotiation anticipate difficulties and develop appropriate contingency plans Guidelines and models used in the text illustrate the challenges of working across cultural boundaries to meet business objectives

Retailing, Principles & Practices Dale M. Lewison, M. Wayne DeLozier, 1982 *Selling Effectiveness* David M. Szymanski, 1987 Business, 1988 *National Union Catalog*, 1980 Includes entries for maps and atlases

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