



How to Build Customer Relationships

Sales Management Building Customer Relationships

**Robert E. Hinson, Ogechi
Adeola, Abednego Feehi Okoe Amartey**



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Hair, Rolph Anderson, Rajiv Mehta, Barry Babin, 2008-02-12 Sales Management Building Customer Relationships and Partnerships is designed to cover all of the basic topics in sales management while emphasizing customer loyalty customer relationship management and the effects of technology on the sales function Because of advances in telecommunications technology the traditional role of sales managers is evolving toward managing sales people across multiple channels that contact and service customers through a variety of methods The text reflects current trends and is designed to prepare students for the additional management responsibilities they are likely to encounter in the real world Important Notice Media content referenced within the product description or the product text may not be available in the ebook version **Sales**

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Sales Management Robert E. Hinson,Ogechi Adeola,Abednego Feehi Okoe Amartey,2018-09-01 In a fast moving era of increased international competition frontier markets must devise innovative ways to meet demanding sales targets and maintain profitability These efforts will only succeed when local businesses abandon the concept of sales as a checklist of persuasive arguments that lead a customer to make a purchase and accept that building enduring customer relationships is the key to achieving sales goals To understand what it means to sell successfully sales representatives must develop a solid foundation in selling skills and an understanding of the critical elements needed to achieve sales goals By delving into the foundational concepts related to leveraging sales as a tool for organisational profit the authors give readers important insights into the critical elements of the sales process including consultative selling sales force management qualities of effective leadership in sales and the use of technological tools such as Customer Relationship Management CRM and Sales Force Automation SFA systems This book includes insightful contributions from leading sales and marketing practitioners across the continent of Africa on characteristics of successful salespeople and how to recruit them the crucial role of sales leadership sales team training methods and strategies for developing customer relationship management programs Case studies tie theory to practice and short quizzes help readers test their understanding of the material Written in an accessible and reader friendly format this book is primarily aimed at undergraduate students with a secondary audience comprised of postgraduate students and business practitioners

ENDORSEMENTS Successful corporate marketing strategies are formulated around the delivery of value to consumers while maintaining a competitive advantage Sales Management A Primer for Emerging Markets offers innovative ways to locate nurture and develop long term win win relationships with key stakeholders Readers will be rewarded with achievable concepts that will lay the foundation for developing a pattern of profitable sales Highly recommended for undergraduate and graduate students as a well crafted textbook drawing on real world experience for academicians as a reliable teaching tool and for practitioners in the world of business seeking tested guidelines for marketing success Amon Chizema Professor of Corporate Governance Birmingham Business School University of Birmingham UK Sales Management A Primer for Frontier Markets is a must read for future and current managers seeking innovative strategies for ensuring long term repeat business with customers and consumers while maintaining a sustainable competitive advantage Discussions on consultative selling the

role of ethics in sales and the stages of the personal selling process have been specifically detailed and grounded in peer reviewed case study findings A highly recommended read for undergraduate and graduate students academicians and business managers pursuing up to date insights into selling customer service marketing management small business management and retailing Patrick Awotwi Commercial Director The Coca Cola Bottling Company of Ghana and Author of Consider it Sold A Seller s Point of View

The Quintessence of Sales Stefan Hase,Corinna Busch,2017-08-04 This book from the Quintessence series offers essential know how on the theory and practice of sales the main turnover and value driver of any business Sales can be seen as the front line where key business successes are prepared and put into practice Sales managers and salespeople but also professionals from production technology and marketing will benefit from the concise presentation of the relevant topics Having read this book you should have a good understanding of the key stages of the sales process from acquiring new clients or selling to old ones to closing the deal and be familiar with the most typical sales performance issues described here Moreover in order to create a strong sales environment you will know which qualities are needed both by sales leaders and ideal salespersons and how to build a winning sales team and a high quality sales organisation Finally by applying the principles of sales centric business management you will be readily equipped for immediate and lasting sales success

Sales Management Kenneth Le Meunier-FitzHugh,Kieran Sheahan,2023-06-02 Sales are the lifeblood of the business world and therefore an area of fundamental importance for scholarly research This concise book analyses current thoughts and emerging practices in sales management research Organisations who are looking to increase revenues and add new customers to their portfolio will find it increasingly difficult to successfully do this without being aware of and adopting the appropriate adaptive sales processes Emergent themes such as agile sales management digital selling artificial intelligence and trust will be discussed in the book that also embraces the 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

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

Customer Relationship Management (CRM) for Medium and Small Enterprises Antonio Specchia,2022-04-07 Customer Relationship Management CRM systems are a growing topic among small and medium sized enterprises entrepreneurs and solopreneurs and it is completely clear that CRM is a tool that businesses should have in place to manage sales processes Teams of salespeople must have a system to run their daily activities and small businesses and solopreneurs must track their marketing effort a functioning structure for maintaining their contacts with prospects and clients to improve the effectiveness of their sales effort CRM once only available to large corporations is now powerful technology for small and medium businesses Small and medium businesses are now able to implement CRM solutions under a more cost effective balance as an alternative to traditional tools like Salesforce Dynamics or Oracle The reason for the success is mainly the simplicity of the new tools and solutions that have been developed for the management of sales processes This book discusses how to implement a CRM from the perspective of the businessperson not the more typical IT consultant or the technical staff It benefits business development sales management and sales process control Small business owners must understand why and how implementing a CRM will create value for their business how it will focus on business development sales management and how sales leads develop into happy customers Small business owners must first understand what a CRM system is how it works what its main functions are and how it serves to manage workflows in the company s sales department Generally entrepreneurs struggle to find the time to read and study complex and fully comprehensive books This book provides direct operational guidelines to those who need easy to read information about how to use CRM effectively Business professionals must be able to set up CRM systems and avoid mistakes and wasting time This book provides an overview of what can be done with CRM and how it happens to empower businesspeople to find new customers and win business opportunities This book discusses the logic of CRM in sales giving tips and explanations on why and what happens when CRM is implemented in a specific way Essentially this book gives the entrepreneur the know how behind CRM in sales in general terms supporting enhanced customer relationships

The Oxford Handbook of Strategic Sales and Sales Management David W. Cravens,Kenneth Le Meunier-FitzHugh,Nigel F. Piercy,2012-11-22 The Oxford Handbook of Strategic Sales and Sales Management is an unrivalled overview by leading academics in the field of sales and marketing management Sales theory is experiencing a renaissance driven by a number of factors including building

profitable relationships creating delivering brand value strategic customer management sales and marketing relationships global selling and the change from transactional to customer relationship marketing Escalating sales and selling costs require organisations to be more focused on results and highlight the shifting of resources from marketing to sales Further the growth in customer power now requires a strategic sales response and not just a tactical one The positioning of sales within the organisation the sales function and sales management are all discussed The Handbook is not a general sales management text about managing a sales force but will fill a gap in the existing literature through consolidating the current academic research in the sales area The Handbook is structured around four key topics The first section explores the strategic positioning of the sales function within the modern organisation The second considers sales management and recent developments The third section examines the sales relationship with the customer and highlights how sales is responding to the modern environment Finally the fourth section reviews the internal composition of sales within the organisation The Handbook will provide a comprehensive introduction to the latest research in sales management and is suitable for academics professionals and those taking professional qualifications in sales and marketing

Selling: The New Norm Drew Stevens, 2016-04-18 Why read another book on selling Simple Today's client is more informed more sophisticated and has more access to information Selling professionals today need to be keener to fulfill the needs of the client by offering value and most important trust In the increasing age and rage of globalization and the Internet competition rises Selling professionals today need to determine better ways to reach the economic decision maker and better articulate their value Selling The New Norm is such a book This book will provide the tools and templates required to meet today's sales challenges

Sales Management Bill Donaldson, Javier Marcos Cuevas, Régis Lemmens, 2017-09-16 This is a core textbook that provides a practical and comprehensive introduction to selling and sales management Packed full of insightful real world case studies the fourth edition of this highly successful text has been fully updated and revised throughout to provide a truly contemporary overview of the discipline This textbook offers a unique blend of academic rigour and practical focus based on the authors invaluable combination of industry experience expertise in sales consultancy and years of teaching and research in sales Accessibly divided into three parts Strategy Process and Practice it presents a wide range of topics such as ethical issues in sales key account management international sales recruitment and compensation and rewards Sales Management is the definitive text for undergraduate postgraduate and MBA students of selling and sales management New to this Edition New chapters on Defining and Implementing Sales Strategies and Key Account Management New case studies vignettes questions for reflection and statistics added throughout the text An increased emphasis on the practical approaches to professional selling Insightful interviews with sales professionals sharing their experience and insights at the end of some chapters

Sales Management Gerbrand Rustenburg, Arnold Steenbeek, 2019-11-27 This international textbook focuses on the strategic and operational aspects of sales management With new material on coaching and motivating sales teams sales

skills and leadership are developed in this unique product Sales Management teaches students how to gradually draw up a comprehensive sales plan a process of analysing learning asking brainstorming writing removing and reformulating This comprehensive text provides core reading for students of sales and sales management globally *Sales Management* ,

Sales Management R K Srivastava, Ernest Cyril De Run, Kim Shyan Fam, 2003 The survival and of many products and companies depend upon the marketing strategies adopted by them In the rapidly changing scenario of markets when even propaganda and advertisements are unable to do the magic it is the dedicated marketing professionals who compel the customer to purchase their goods and services In today s business strategies production of goods and services are not the end and means of everything Neither financial or personnel management nor inventory or time management are important today It is Sales Management which has the last laugh over every other aspect of the business Many a time it has been seen hat a better quality product or service has given place to an inferior quality product or service only due to superb marketing management This book is a path breaking effort and opens up a new dimension in the field of sales management which is suitable to the present day needs and requirements It takes into consideration the different academic aspects of Marketing and Sales Management for undergraduate and postgraduate students This book would be of great help to managerial practitioners at any organizational level who are responsible for a function department or a set of responsibilities **Selling and Sales Management** David Jobber, Geoffrey Lancaster, Kenneth Le Meunier-FitzHugh, 2019 This new edition comes fully updated with new case studies using working businesses to connect sales theory to the practical implications of selling in a modern environment It also contains the results from cutting edge research that differentiates it from most of its competitors The book continues to place emphasis on global aspects of selling and sales management Topics covered include technological applications of selling and sales management ethics of selling and sales management systems selling and a comprehensive coverage of key account management Integrated Product and Sales Management in B2B Claus Tintelnot, 2023-12-27 This book describes the advantages of a high level of integration between product and sales management It explains how highly integrated product and sales management can be achieved Claus Tintelnot depicts the classic organizational models and provides examples of how these can be supplemented fundamentally adapted and supported by digitalization Best and worst practice examples indicate where classic management fails and show how integrated management can do better Managers can only act as role models for an integrated team if they share the same attitude to leadership and pursue a common strategy Business goals that need to be achieved can only be shared by integrated product and sales management and one avoids employees being worn down by the hurdles caused by inter departmental boundaries The book is aimed at practitioners in the fields of corporate management strategy product management sales and interested readers from other areas of the supply chain Without an adequate supply chain and fitting communication to the customers B2B businesses cannot be successful and profitable Students of business administration

economics industrial engineering business engineering computer science for IT OT and other engineering disciplines will have a worthwhile read as well

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