



Building the Most Effective Sales Force in the World: The Era Post the Global Financial Crisis (Paperback)

By Adele Crane

Createspace Independent Publishing Platform, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.A welcome update on building a sales force in the new economic environment. The financial meltdown of 2008 claimed many victims, but an area that surely felt intense pressure was the corporate sales force. Every company's sales force had to adjust to a new market reality. The author of this timely book, an international business consultant who highlights some of her firm's research into sales organizations, writes that a new customer profile started to take shape after the financial crisis. Customers were less trusting and found heavy selling tactics repulsive. They wanted price and if that was right, then they would look at other key factors. Crane says, Effective salespeople now are those that are able to confront and challenge their customers' thinking and influence them in such a way that changes their minds. This new requirement, the author says, demands a new kind of salesperson: It is about a sales force that is enabled with a broader degree of knowledge and skill that can take a strong case to customers and influence them to change their minds about...



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