

<<会计管理 Account Managemen>>

图书基本信息

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### 内容概要

The sales function is the front-line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people.

#### 作者简介

KEN LANGDON is presently the non-executive chairman for SoftTools, a supplier of electronic Integrated Support Systems. Ken has worked for many major computer companies worldwide, including Hewlett Packard and DEC. As well as writing books, his experien

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