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Mark W. Johnston, Greg W. Marshall

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Sales Management Control, Territory Design, Sales Force Performance, and Sales Organizational Effectiveness in the Pharmaceutical Industry Eric Longino, 2009 Limited research exists about the determinants of sales organization effectiveness in pharmaceutical sales organizations To fill this void sales management control sales territory design and sales force performance are conceptualized as antecedents to sales organization effectiveness in pharmaceutical sales organizations. The results of the structural equation model tested suggested that pharmaceutical sales representatives perform better and are more effective when they are satisfied with sales territory design because of its significant relationship with sales force behavioral performance. The present study suggests sales force behavioral performance leads to sales organization effectiveness through its significant relationship to sales force outcome performance. These findings are somewhat different to those from similar studies in other industries and identify some important implications for sales leaders in the pharmaceutical industry as well as suggesting a number of important research directions Sport Promotion and Sales Management Richard L. Irwin, William Anthony Sutton, Larry M. McCarthy, 2008 This is a guide to promotion and sales in the sport industry Experts from the classroom and sports field offer insights and experiential data on the skills needed to succeed in sports promotion and sales Personal Selling M. C. Cant, C. H. van Heerden, 2005-09 Outlining 10 steps in the personal selling process from prospecting for new business to closing a deal this guide explains the art of the sale The importance of listening to customers clarifying the difference between selling a product and a service and emphasizing the importance of business ethics are revealed Descriptions of the options available to those seeking a career in sales are included as is an exploration of the impact of the sales profession on the economy and a reminder that all jobs require some amount of selling Sales Management Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker (Jr.), Michael R. Williams (Professor of marketing), 2021 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

Handbook of Marketing Decision Models Berend Wierenga, 2008-09-11 Marketing models is a core component of the marketing discipline The recent developments in marketing models have been incredibly fast with information technology e g the Internet online marketing e commerce and customer relationship management CRM creating radical changes in the way companies interact with their customers This has created completely new breeds of marketing models but major progress has also taken place in existing types of marketing models The HANDBOOK OF MARKETING DECISION MODELS presents

the state of the art in marketing decision models dealing with new modeling areas such as customer relationship management customer value and online marketing but also describes recent developments in other areas In the category of marketing mix models the latest models for advertising sales promotions sales management and competition are dealt with New developments are presented in consumer decision models models for return on marketing management support systems and in special techniques such as time series and neural nets Not only are the most recent models discussed but the book also pays attention to the implementation of marketing models in companies and to applications in specific Innovation in Pricing Andreas Hinterhuber, Stephan M. Liozu, 2013-05-07 Pricing has a substantial and industries immediate impact on profitability Most companies however still use costs or competition as a main basis for setting prices Product or business model innovation has a high priority for many companies whereas innovation in pricing has received scant attention This book examines how innovation in pricing can drive profits The text examines innovation in pricing from four complementary perspectives Innovation in Pricing Strategy illustrates how companies implement innovative pricing strategies such as customer value based pricing Innovation in Pricing Tactics deals with innovative tools to measure and increase customer willingness to pay and to communicate value to B2B and B2C customers Innovation in Organizing the Pricing Function looks at state of the art approaches to embed the pricing function in the organization Psychological Aspects of Pricing illustrates how companies can influence customer perceptions of value and price in their question to implement innovation in pricing This edited volume brings together 26 articles from academics business practitioners and consultants Authors are from the world's largest companies leading research based universities and consulting companies specialized in pricing This book is the only book dedicated to innovation in pricing and an essential read for business executives and pricing managers wishing to treat innovation in pricing as seriously as they treat product or business model innovation Sales Force Management Gregory Rich, 2023-12-13 Formerly published by Chicago Business Press now published by Sage Written in an engaging and student friendly manner Sales Force Management provides a blend of cutting edge research and practical strategies Author Gregory A Rich delves into the challenges faced by today s sales managers covering topics such as technology globalization and social selling keeping your students up to date with the latest developments in the field

Sales Force Management Mark W. Johnston, Greg W. Marshall, 2013 In this latest edition of Sales Force Management Mark Johnston and Greg Marshall continue to build on the tradition of excellence established by Churchill Ford and Walker solidifying the book s position globally as the leading textbook in the field It s a contemporary classic fully updated for modern sales management practice Including the Churchill Ford and Walker approach the new edition also features A strong focus on leadership technology innovation ethics and global business New material integrated throughout the book on multifaceted sales communication approaches leadership and the relationship between the marketing and sales functions Continued partnership with HR Chally a global sales consultancy that supplies cutting edge data for each chapter allowing

students to benefit from understanding and working with real world applications of current sales force challenges Enhanced learning features such as short and long cases to stimulate discussion leadership challenges to assess students ability to make decisions role plays to allow students to learn by doing and more Further resources for instructors and students are available at www routledge com cw johnston 9780415534628 Außendienstentlohnung im Licht der Neuen Institutionenlehre Manfred Krafft, 2013-07-02 Unternehmen m ssen sich im Verkaufsmanagement damit besch ftigen ob sie lieber mit Handelsvertretern oder Reisenden operieren wollen wie hoch die zu gew hrenden Einkommen sein sollen und welches Verh ltnis zwischen fixen und erfolgsabh ngigen Entlohnungsanteilen bestehen soll Aus der Praxis ist bekannt da Verkaufsau en dienstmitarbeiter gar nicht so leicht zu steuern sind da sie h ufig weit vom Unternehmenssitz entfernt operieren und im Rahmen des M glichen eigene Zielvorstellungen verfolgen Wissenschaftliche Empfehlungen zur Unterst tzung der genannten Entscheidungsprobleme haben in den letzten 10 Jahren nur die Theorien der sogenannten Neuen Institutionenlehre n mlich die Prinzipal Agenten Theorie und die Transaktionskostenanalyse geliefert Allerdings basieren diese Empfehlungen auf zum Teil restriktiven Modellannahmen die bei einer Variation zum Teil zu widerspr ch lichen oder nicht eindeutigen Aussagen f hren Bevor solche Empfehlungen der Unternehmenspraxis an die Hand gegeben werden k nnen sollte deshalb eine empirische berpr fung der aus den Theorien ableitbaren Empfehlungen erfolgen Bisher hat es zu einem Teil der Empfehlungen einige ganz wenige empirische Untersuchungen in den USA gegeben die aber mit einigen fragw rdigen Operationali sierungen arbeiten und im brigen widerspr chliche Befunde liefern Aber selbst wenn diese Ergebnisse einwandfrei und eindeutig w ren so k nnte man sie nicht unbesehen auf die Situation in der Bundesrepublik Deutschland bertragen da hier andere Kontextbedingungen herrschen Das Ziel der Dissertation von Krafft bestand deshalb darin Empfehlungen der Prinzipal Agenten Theorie und der Transaktionskosten analyse daraufhin empirisch zu berpr fen ob sie in der Entlohnungspraxis indeutschen Verkaufsau endienstorganisationen befolgt werden Gleichzeitig m chte Krafft die Relevanz der jeweiligen Theorien fr verschiedene Fragestellungen der Verkaufsau endienst Entlohnung kl ren Wilev International Encyclopedia of Marketing, 6 Volume Set ,2011-02-07 With over 300 entries from hundreds of global experts this is one of the premier marketing reference resources available worldwide The 6 volume WIEM provides scholars and professionals with an international guide to marketing concepts and applications The far reaching new developments challenges and opportunities that have arisen in recent years are fully reflected in the entries Scholars and professionals will enjoy the flexible multi level structure with entries ranging from topics summaries to short essays reviewing areas of development and debate Entries are further extended by sophisticated cross referencing both among volumes and between encyclopedia entries and external sources The encyclopedia is also available online For ease of reference the entries are arranged alphabetically within each of the subject volumes Designed to encompass the scope of modern marketing the volumes cover Volume 1 Marketing Strategy Volume 2 Marketing Research Volume 3 Consumer Behavior Volume 4

Advertising and Integrated Communication Volume 5 Product Innovation and Management Volume 6 International Marketing Vertriebscontrolling Jörg B. Kühnapfel,2017-02-22 Alle relevanten Methoden des Vertriebscontrollings werden in diesem Buch umfassend und detailliert erl utert Die 2 Auflage ist um zahlreiche praxisorientierte Beispiele erweitert Als Unterst tzung des Vertriebsmanagements eignet es sich insbesondere fr Praktiker im Bereich Vertrieb und Controlling Gleichzeitig ist das Werk durch die strukturierte und sehr breite Darstellung fr Studium und Lehre geeignet Vertriebsprognosen Jörg B Kühnapfel,2019-01-11 In dieser berarbeiteten 2 Auflage wird gezeigt dass Vertriebsprognosen bzw Forecasts ein zweischneidiges Schwert sind Kaum ein Unternehmen kommt ohne sie aus aber man traut ihnen nicht so recht H ufig sind sie zu ungenau und der Grund daf r ist oft mangelhafte Methodenkenntnis Die Erstellung guter also treffsicherer Forecasts ist ein laufender Prozess der ber Jahre verbessert werden muss Drei Grundregeln sind hierbei wesentlich Erstens m ssen Forecast Methoden gegeneinander in den Wettstreit um die besten Ergebnisse treten zweitens m ssen Forecasts gegen Trivialprognosen antreten um sich berhaupt fr diesen Wettstreit zu qualifizieren und drittens muss die Treffsicherheit der Forecasts st ndig berpr ft und optimiert werden Der Autor stellt pragmatische erprobte und einfach zu erlernende Techniken vor die die Erstellung guter Forecasts erm glichen 1994-1995 Wiley Guide to Marketing Hasselback,1994-08

Business-to-Business Marketing Ross Brennan, Louise Canning, Raymond McDowell, 2010-11-15 This volume examines views that argue business to business marketing is simply a variant of consumer marketing or is only concerned with interorganizational relationship management The SAGE Handbook of International Marketing Masaaki Kotabe, Kristiaan Helsen, 2009-01-30 In an internationally minded and detailed analysis the contributors seek to examine the state of the art in research in international marketing with particular emphasis on the conceptual framework and theory development in the field Looking at new research formative and fundamental literature and the nature of strategic alliance and global strategy this timely and comprehensive Handbook offers the reader a compelling examination of the central concerns of marketing for an international community Achieving a Strategic Sales Focus Kenneth Le Meunier-FitzHugh, Tony Douglas, 2016-09-05 The main aim of this book is to consider how the sales function informs business strategy Although there are a number of books available that address how to manage the sales team tactically this text addresses how sales can help organizations to become more customer oriented Many organizations are facing escalating costs and a growth in customer power which makes it necessary to allocate resources more strategically The sales function can provide critical customer and market knowledge to help inform both innovation and marketing Sales are responsible for building customer knowledge networking both internally and externally to help create additional customer value as well as the more traditional role of managing customer relationships and selling The text considers how sales organizations are responding to increasing competition more demanding customers and a more complex selling environment. We identify many of the challenges facing organisations today and offers discussions of some of the possible solutions This book considers the changing nature of sales

and how activities can be aligned within the organization as well as marketing sensing creating customer focus and the role of sales leadership The text will include illustrations short case studies provided by a range of successful organizations operating in a number of industries Sales and senior management play an important role in ensuring that the sales teams activities are aligned to business strategy and in creating an environment to allow salespeople to be more successful in developing new business opportunities and building long term profitable business relationships One of the objectives of this book is to consider how conventional thinking has changed in the last five years and integrate it with examples from sales practice to provide a more complete picture of the role of sales within the modern organization Thomas Aichner, 2023-01-01 This book examines key aspects of selling and the sale of goods and services in B2C and B2B Renowned scholars and practitioners contributed their expertise with a wide range of articles about how to serve customers and the role of selling and sales Their research results and practical experiences can be used as a basis for further research as well as implemented by small medium sized and globally operating companies The 13 chapters are organized in four parts starting with I value creation and selling services followed by II business negotiations and sales in B2B III using technology and innovation to increase sales and study consumers and finishing with two chapters about sales competencies on the one hand and a critical piece about consumption on the other hand under IV selling more or consuming less The European perspective adopted in the book provides both international researchers and entrepreneurs as well as those already working in Europe with a better understanding of the market and the dynamics in the consumer and business sectors Excerpt from the content The meaning of value creation and value in use in selling services The vital role of pricing customer participation and the responsibilities of front line employees How to negotiate the sale in B2B and purchase of three distinct types of business services How why and under which circumstances retailers are considering machine learning forecasting methods to increase sales Proposal for an autonomous consumer business which is about fully automating transactions between a seller and a buyer How the Net Promoter Score works and why it can be both beneficial but also viewed skeptically Which specific competencies sales professionals must possess to succeed and sell well The downsides and threats of our economic system with a single minded focus on the growth of sales or revenues Proceedings of the 1995 World Marketing Congress K. Grant, I. Walker, 2015-06-29 This volume includes the full proceedings from the 1995 World Marketing Congress held in Istanbul Turkey The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world This volume resents papers on various topics including marketing management marketing strategy and consumer behavior Founded in 1971 the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory research and practice Among its services to members and the community at large the Academy offers conferences congresses and symposia that attract delegates from around the world Presentations from these events are published in this Proceedings series which offers a comprehensive

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Gilbert A. Churchill, Neil M. Ford, Orville C. Walker, 1993 Includes general index

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