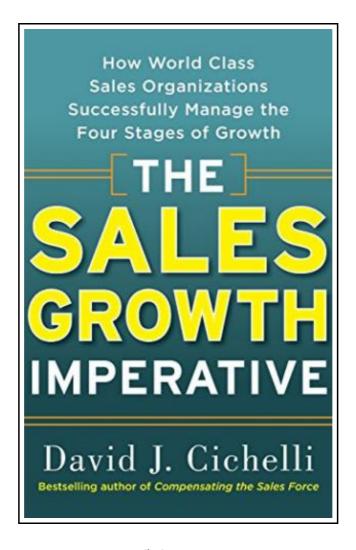
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Filesize: 7.6 MB

Reviews

Basically no phrases to describe. I was able to comprehended everything out of this published e ebook. You can expect to like the way the author compose this ebook.

(Mrs. Novella Will)

THE SALES GROWTH IMPERATIVE: HOW WORLD CLASS SALES ORGANIZATIONS SUCCESSFULLY MANAGE THE FOUR STAGES OF GROWTH



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Sales Growth Imperative: How World Class Sales Organizations Successfully Manage the Four Stages of Growth, David J. Cichelli, Can you handle SUCCESS? With business growth come greatthings-larger market share, increased revenue, happy shareholders. However, sustaining revenue growthis seldom easy. Sales departments must quicklyand seamlessly change sales strategies and tacticsto grow sales. Unfortunately, sales departmentsare often illequipped to make the rightchanges at the right time. At long last, a solution to this common problemis at hand. It's called the Sales Growth Model(t). Created by David Cichelli and his team at the Alexander Group, a leading sales effectivenessconsulting company, the Sales Growth Modelexplains how to keep sales results improvingduring all phases of market maturity. In The Sales Growth Imperative, Cichelli useshis game-changing approach to help youanticipate impending challenges and take theright action, enabling the growth to continue-and the sales department to flourish. He showsyou the four stages of business growth andillustrates the challenges of each one: STAGE 1: START-UP Growth at an accelerating rate Challenges: adding additional selling capacity STAGE 2: VOLUME GROWTH Growth at a declining rate Challenges: finding new customers, keepingcurrent ones, and launching new products STAGE 3: RE-EVALUATION Little to no growth Challenges: price managementand cost reduction STAGE 4: OPTIMIZATION Profitable revenue growth Challenges: new value proposition, reachingnew markets, and specialization As growth rates change, new sales solutions arenecessary. You need to anticipate and executeyour own successful sales strategy accordingly.Don't let growth become an obstacle to success the culmination of 30 years of experience consulting for such companies as FedEx, Verizon, American Express, HSBC, and Starbucks, the Sales Growth Model is the only way to ensuresmooth sailing through the surprisinglytroubled waters of success. "David's expertise regarding compensation and sales effectiveness is clearly articulated in The Sales Growth Imperative. This book outlines effectivetools that can be used at each...

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