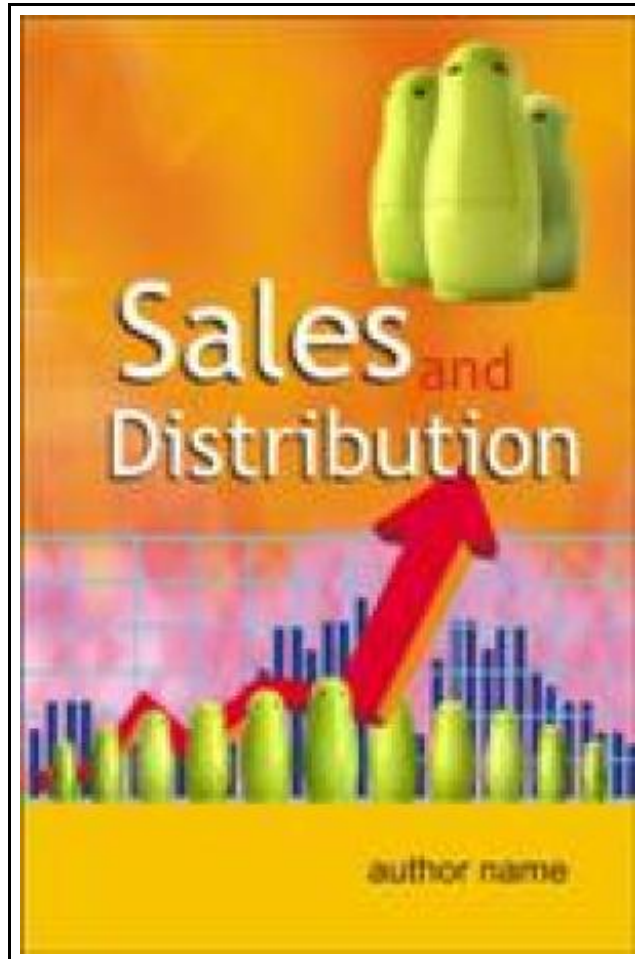


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2009. PaperBack. Book Condition: New. 297 This volume is a comprehensive textbook specially designed to meet the requirements of Management students specializing in sales and distribution. It highlights the major decision areas within sales and distribution and provides analytical models and approaches that will facilitate decision making. It gives an exposure to key concepts, theories and recent developments in sales and distribution and illustrates their applicability in tackling the challenges in business. Students shall find this Book extremely useful for its treatment of the sales organization, sales management, territory management, designing a distribution system and distribution management. About The Author:- Amar Jyoti, with seven years of experience in business management, he is presently associated with IGNOU since January 2005 as research associate. He has published various articles in educational magazines and journals. Contents:- Contents # Preface vii: 1. Introduction 1: Key Approaches in Sales Management: A Management Responsibility: Searching for an Edge: Summary: 2. Evolution of Sales Management 9: Management in the Round: Sales Management: The Last Ten Years: of Sales Management: Summary: 3. The Electronic Dimension 17: Some Dangers: Opportunities: Best Practice: Summary: 4. The Global Dimension 25: International Options: A Little Local Difficulty: Best Practice: Summary: 5. The State of the Art 31: Planning: Organizing: Staffing: Motivating: Control: Looking Ahead: Summary: 6. Sales & Distribution in Practice 47: Case 1: Case 2: Case 3: Horses for Courses: An Excellent Idea: 7. Key Concepts and Thinkers 55: Key Terminology: Customer Categorization: Key Thinkers: 8. Resources 65: Research: Journals: Films: Professional Bodies: Steps for Making: Sales Management to Work: 9. Significance of Communication 83: Listening Skills: The Theory Behind Communication Styles: The Four-: Quadrant System: Roles and Situations Affecting the Style: Working: With People with Different Styles: Strategies for Improving: Communications: Presentation Skills: vi Sales & Distribution Management: 10. Sales...



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