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Students heading for a career in business will benefit from researched and proven selling techniques. Professional sales skills are becoming increasingly important in today's business world. This text covers up-to-date academic topics and rich application materials, providing students with everything they need to understand and apply selling techniques.

In the eleventh edition, Manning and Reece have invited Michael Ahearne to join their best-selling author team. Ahearne's experience as Associate Professor of Marketing and Executive Director of the Sales Excellence Institute, in addition to his extensive educational background, provides invaluable insight to this already well-researched text.

Developing a Personal Selling Philosophy; Developing a Relationship Strategy; Developing a Product Strategy; Developing a Customer Strategy; Developing a Presentation Strategy; Management of Self and Others

Advances in technology and changes in customer expectations mean that sales personnel need to be adaptive and employ the latest in selling techniques. The authors have updated this text with new research and new interactive tools to engage students and reinforce learning with doing.