



WIE Sales Management: Concepts and Cases

Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo

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THE NEXT BEST THING TO ON-THE-JOB SALES MANAGEMENT EXPERIENCE

User-friendly and highly practical, Dalrymple, Cron, and DeCarlo's Eighth Edition of their classic text will show you how to get out there, manage a sales force, and help them sell. You'll learn how to develop a sales force, manage strategic account relationships, and motivate your sales force. You'll also explore key issues and recent trends, such as team development, diversity in the work force, sales force automation, CRM, inside selling, and global selling.

LEARN HOW TO THINK STRATEGICALLY.

The text presents coverage of the role of strategic thinking and how the sales force helps in creating customer value and competitive advantage. The new edition incorporates the resource-based view of developing competitive advantage.

ENHANCE YOUR DATA ANALYSIS SKILLS WITH EXCEL

A functional understanding of Excel will equip you with a competitive advantage on the job, and that's why this text offers a wealth of Excel-based problems.

APPLY WHAT YOU'VE LEARNED TO REAL-WORLD SALES MANAGEMENT DILEMMAS.

After each detailed end-of-chapter case, you'll have the opportunity to apply what you've learned by resolving a realistic business dilemma.

DEVELOP THE CORE COMPETENCIES THAT EVERY SALES MANAGER NEEDS

The text focuses on sales management competencies--those core skills you need to be an outstanding sales manager in any setting. These competencies include: strategic action, global perspective, technology, self-management, coaching, and team building.

MANAGE YOUR OWN VIRTUAL SALES FORCE

Sales Management Simulation Software (sold separately) challenges you to manage your own sales department and make decisions on hiring, firing, training, sales contests, pricing, and assigning sales people to territories.

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