



Methods to identify success in a sales organisation

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Grin Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2006 in the subject Business economics - Controlling, grade: B+, University of applied sciences, Munich, course: Sales and Key account management, 12 + 3 Internetquellen entries in the bibliography, language: English, abstract: 1 Introduction1.1 Executive SummaryOver the past years the company s environments are getting more and more manifold and complicated. New, flexible forms of sales, E-Commerce and growing IT-know-how as well as an increasing change in customer preferences and requirements on the world market lead to modified tasks of sales representatives and increasing importance of sales organizations within the companies. According to a research of the consultancy firm Mercuri International1 most of the interviewed companies forecasted that the expansion of distribution channels, the improvement of existing sales concepts, international sales activities and further sales controlling are the key issues for the future.1.2 Scope of WorkThe assignment Methods to identify success in a sales organization - sales controlling starts with the introduction which includes the executive summary and the scope of work that is realized in here.The second chapter deals with a...



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