



Sales Excellence: Systematic Sales Management (Management for Professionals)

By Christian Homburg, Heiko Schäfer, Janna Schneider

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This thought-provoking book considers organizational sales performance at a high, strategic level, offering specific guidance in managing the entire organization's sales function. The authors introduce and apply a practical checklist-based scoring system.

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Editorial Review

Review

From the reviews:

“This book covers all the topics that are relevant for the daily tasks of a Sales Manager. It is more relevant ... not only for experienced managers but also for managers who are still looking for their appropriate style. ... Sales Excellence is a must read for sales managers from the top down to the first line. The book does a great job of segmenting the important aspects of the things you can control as a manager.”
(inspireandaction.wordpress.com, 2013)

A systematic approach to sales is an essential component for the success of a company. The “Sales Excellence-Approach” is extensive, without being complicated, and pleasantly practically oriented.

Uwe Raschke

Member of the Board of Management, Robert Bosch GmbH

“Only those who manage their sales systematically will have long term success. This is especially true for retail banking. The Sales Excellence concept is a scientific approach that is oriented practically.”

Rainer Neske

Member of the Management Board and Head of Private and Business Clients, Deutsche Bank AG

Sales, too, must contribute to increase the company value. The productivity of using resources within sales becomes more and more important. Sales Excellence represents an outstanding help in making sales management more systematic.

Achim Berg

Chairman of the Management, Microsoft AG Germany and Area Vice President International

Control and managing sales without destroying necessary intuition or improvisation represents a great challenge. However, this can be achieved with the help of the approach presented here.

Hans W. Reiners

President of the Division Styrol-Synthetics BASF AG

From the Back Cover

This book presents a very novel and strategic approach to Sales Management, an area that has suffered from a lack of sophistication in practice. This content-rich and thought-provoking book has a very unique positioning: It considers the sales performance of an organization at a very high, strategic level and offers specific guidance in managing not just a few direct reports but an entire organization's sales function. The

book includes many useful tools and guidelines and is enhanced with numerous examples, that help bring the concepts to life and make them very approachable for the trade market. A checklist-based scoring system that is utilized throughout the book allows readers to specifically evaluate their own company as well as to track its progress as concepts are applied over time. This work is an essential resource and thought-provoking read for ambitious Sales Managers, including CEO-level executives.

About the Author

Professor Dr. Dr. h.c. Christian Homburg is Director of the Institute for Market-oriented Management at the University of Mannheim. He is also Chair of the Advisory Board of Professor Homburg & Partner, an internationally operating management consulting firm. Professor Homburg is the author of numerous publications and a regular speaker at various conferences.

Dr. Heiko Schäfer was a research assistant at Professor Homburg's chair and a freelance corporate consultant. After having worked for several years as a corporate consultant at a renowned American consulting firm, he is now head of the strategy-global operations department at adidas.

Dr. Janna Schneider was a research assistant at Professor Homburg's chair. Today, she is head of the marketing and international sales department at AHS Prüfungstechnik, an international mechanical engineering company.

Users Review

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Jacqueline Campbell:

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Yolanda Powers:

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