

Rethinking The Sales Force Redefining Selling To Create And Capture Customer Value

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Rethinking The Sales Force Redefining Sales forces that simply communicate value to customers are doomed to fail--sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service--it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force. In this book, best-selling author Neil Rackham and international sales and marketing consultant John De Vincentis have created a breakthrough guide ... Rethinking the Sales Force: Redefining Selling to Create ... Sales forces that simply communicate value to customers are doomed to fail sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force. In this book, best-selling author Neil Rackham and international sales and marketing consultant John De Vincentis have created a breakthrough ... Amazon.com: Rethinking the Sales Force: Redefining Selling ... In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Rethinking the Sales Force: Redefining Selling to Create ... Sales forces need to retool current strategies by recognizing the customer's

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