



Sales Force Design for Strategic Advantage

Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer

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This book focuses upon the role of the sales force in today's changing world and how to design a sales force for strategic advantage. It includes sections on how to assess the current sales force design and how to implement change and covers customer segmentation, market strategy, structuring and sizing, alignment, metrics and managing change.

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