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The Fundamentals of Business-to-business Sales and Marketing

By John M. Coe

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Fundamentals of Business-to-business Sales and Marketing, John M. Coe, This book shows how today's B2B leaders are integrating new approaches and technologies with proven techniques to find, get, and keep customers. The traditional business-to-business, face-to-face selling approach has been in decline for a number of years. In its place has risen a new integrated sales coverage method that incorporates the best practices of direct/database marketing and field sales into a new B2B communication mix that will dramatically improve sales and marketing productivity. "The New Fundamentals of Business-to-Business Sales and Marketing" ties together the best of the old and the new, introducing a new sales coverage model that meets the needs of today's fast-paced, Web-based environment while retaining the benefits that only a knowledgeable, hands-on salesperson can bring to the table. Straight-talking and well-documented, this rulebook for selling success in the marketplace will show you how your organization can attain: improved, results-based marketing through the creation of a robust prospect and customer database; precise targeting of the right market through advanced segmentation and microsegmentation techniques; and, increased results from demand generation efforts that will produce real sales opportunities, not just raw...

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