



International Sales and the Middleman

By John P. Griffin

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International Sales and the Middleman By John P. Griffin

This book is about managing dealers, distributors and agents in international markets - an essential guide to anyone doing business globally. If you want or need to expand business through an international network of resellers, then this book is well worth an hour or two of your time. International Sales and the Middleman provides a down-to-earth, practical, and insightful guide that will enable export sales managers to build-or rebuild-a distributive network from scratch. It provides detailed advice on selection, negotiation, initiation, training (where appropriate), motivating, development, and managing overseas agents to ensure the maximum sales result. It also includes advice on local customs. It is well known that almost all international sales have to pass through middlemen at some stage or other. But how do you go about finding the right agents, what sort of arrangements should you negotiate, and on what terms-and most important of all, how do you manage and motivate the agents once you have them...? Whether you are a new manager or one who already has the right team in place, this book will show you how to improve performance and motivate both agents and customers worldwide-with spectacular results.

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