



Sales Management: A Global Perspective

By John B Ford, Earl Honeycutt, Antonis Simintiras

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As sales managers are encouraged to manage increasingly global territories, the art of selling becomes complicated and the rules of negotiation more diverse. This absorbing book considers the many facets of cross-cultural sales management, to provide salespeople and managers with a guide to making the most of the global sales force. Topics covered include:

- * cross-cultural negotiations
- * hiring, training, motivating and evaluating the international sales force
- * Customer Relationship Management (CRM)
- * sales territory design and management.

Included in the book are ten international case studies designed to give sales students, salespeople and their managers an explanation of diverse cultures and the dilemmas, situations and opportunities that arise when selling across borders.

The experienced international authors have brought together the most up-to-date information on the global marketplace - a subject neglected by many other texts. While still tackling sales from a managerial perspective, its cross-cultural approach makes it essential reading for those wishing to succeed in global sales.

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Editorial Review

Review

'The authors have brought together the most up-to-date information to guide salespeople through the global marketplace. This book is essential reading for sales management students and sales managers wishing to succeed in global sales.' - *Journal of International Marketing and Marketing Research*

About the Author

Earl D. Honeycutt is Professor of Business Administration at Elon University, North Carolina, USA.

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