

# Sales Express - Leo Gough

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The sales function is the front-line of any business. Keeping up with the latest sales techniques is essential, as well as ensuring you have a motivated, incentivised and focused sales team well-versed in the basics of selling, from identifying new prospects and getting repeat business to closing the deal. This module gives essential insight into all the key sales drivers such as account management, handling complex sales, selling services, FMCG selling, customer relationships and self-development for sales people. Author: Gough, Leo Publisher: Capstone Illustration: N Language: ENG Title: Sales Express Pages: 00000 (Encrypted PDF) On Sale: 2003-10-21 SKU-13/ISBN: 9781841124544 Category: Business & Economics : Management - General

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