



Sales Growth: Five Proven Strategies from the World's Sales Leaders (Hardback)

By Thomas Baumgärtner, Homayoun Hatami, Maria Valdivieso de Uster

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 2nd Revised edition. 236 x 162 mm. Language: English . Brand New Book. The challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them and drive consistent sales growth. There are no simple solutions to this situation, but in this thoroughly updated Second Edition of Sales Growth, experts from McKinsey Company build on their practical blueprint for achieving this goal and explore what world-class sales executives are doing right now to find growth and capture it as well as how they are creating the capabilities to keep growing in the future. Based on discussions with more than 200 of today's most successful global sales leaders from a wide array of organizations and industries, Sales Growth puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth. The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward, to turning deep insights into simple messages...



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