

Administracion De Ventas David Jobber

Virgilio Torres Morales

Administración de Ventas Virgilio Torres Morales,2014-10-21 Administración de ventas aborda las principales características, antecedentes, técnicas y modelos del proceso de ventas dentro de una organización, como son: la planeación, análisis de mercado, pronóstico y presupuesto de ventas, organización, reclutamiento y selección del personal de ventas, asignación al personal de ventas por tiempo, territorio y cuotas, dirección y motivación vía compensación, control de la fuerza de ventas, relación con el área de mercadotecnia y ética en las ventas, puesto que la esencia de la administración de ventas es la dirección de personal de esta área en las operaciones de mercadotecnia de una empresa. Por ello en el área de ventas se pretende conocer el tipo de producto que ofrece, mercado al que va dirigido, nivel de ventas y sus posibilidades reales de abastecer a sus clientes potenciales; al tiempo que tiene controladas las áreas de producción, administración y financiamiento.

Selling and Sales Management David Jobber,2008-09

Administración de ventas ,2012

Dirección efectiva de equipos de venta Alejandro Schnarch Kirberg,2020-08-09 El propósito de este texto, en su tercera edición, es destacar la importancia que tiene el manejo de los equipos de venta en los diferentes mercados, presentando al gerente de ventas como un líder y estratega que indaga en la búsqueda de nuevos clientes satisfechos, leales y rentables en los nuevos escenarios de avances tecnológicos; lo que a su vez, plantea algunas amenazas a la venta personal, pero también nuevas oportunidades para mejorar procesos y el manejo de información. Dirigido a directores comerciales, empresarios y emprendedores, así como a vendedores con aspiraciones gerenciales. También es de gran utilidad para profesores y estudiantes de pre y postgrado de carreras relacionadas con administración, mercadeo, ingeniería comercial, ingeniería industrial, gerencia, relaciones humanas, entre otras.

Selling and Sales Management by David Jobber and Geoff Lancaster David Jobber,2010

Selling and Sales Management 10th edn PDF eBook David Jobber,Geoffrey Lancaster,2015-03-31 Over the past quarter of a century, Selling and Sales Management has proved itself to be the definitive text in this exciting and fast-paced subject area. This edition comes updated with new case studies, using working businesses to connect sales theory to the practical implications of selling in a modern environment. This edition contains the results from cutting-edge research that

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Selling And Sales Management, 6/e David Jobber,2007

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Selling and Sales Management Lecturers Guide David Jobber,Geoffrey A. Lancaster,1997-02-01

Gerencia de ventas. Simplificada. Mike Weinberg,2017-02-21 En este libro, Weinberg dice las cosas como son, exponiendo los problemas que invaden al equipo de ventas y los errores costosos que cometen incluso los gerentes de ventas mejor intencionados. La buena noticia es que con la asesoría correcta se pueden transformar los resultados. ¿Por qué los equipos de ventas no alcanzan sus metas? Todos los días hay compañías, tanto grandes como pequeñas, que acuden a consultores expertos como Mike Weinberg para encontrar la respuesta, y te sorprendería conocerla. Lo típico es que el problema no es por el equipo de ventas, sino por la manera en la cual es liderado. Con sus acciones y actitudes, los ejecutivos y los gerentes de ventas, sin saberlo, socavan su rendimiento. En este libro, Weinberg dice las cosas como son, exponiendo los problemas que invaden al equipo de ventas y los errores costosos que cometen incluso los gerentes de ventas mejor intencionados. La buena noticia es que con la asesoría correcta se pueden transformar los resultados. Este libro, con su mezcla de consejos prácticos y francos, e historias divertidas tomadas del campo de las ventas, te ayudará a:

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- Retener a las personas más productivas y hacer que mejoren las personas que menos

producen • Asignar metas adecuadas a los agentes de ventas • Mejorar tus argumentos de ventas • Recuperar el control de tu calendario Y mucho, mucho más. Abundante en soluciones y no en trivialidades, este libro brinda las herramientas que necesitas para triunfar. Why do sales organizations fall short? Every day, expert consultants like Mike Weinberg are called on by companies large and small to find the answer—and it's one that may surprise you. Typically, the issue lies not with the sales team—but with how it is being led. Through their attitude and actions, senior executives and sales managers unknowingly undermine performance. In Sales Management. Simplified. Weinberg tells it straight, calling out the problems plaguing sales forces and the costly mistakes made by even the best-intentioned sales managers. The good news: with the right guidance, results can be transformed. Blending blunt, practical advice with funny stories from the field, this book helps you: Implement a simple framework for sales leadership Foster a healthy, high-performance sales culture Conduct productive meetings Create a killer compensation plan Put the right people in the right roles Coach for success Retain top producers and remediate underperformers Point salespeople at the proper targets Sharpen your sales story Regain control of your calendar And much, much more Long on solutions and short on platitudes, it delivers the tools you need to succeed.

Gerencia exitosa de ventas Facundo De Salterain, 2011-10-01 Luego de que el exitoso libro “Locos por las Ventas”, leído por vendedores de todo el mundo, y ayudado a modificar la forma de ver las ventas, este libro llega para cumplir con la necesidad de aplicar el mismo concepto en el liderazgo comercial. Gerencia Exitosa de Ventas está dirigido a personas que se desarrollan en el área gerencial de ventas o que lideran un equipo comercial y desean conocer herramientas y, sobre todo, instrucciones concretas para el desempeño exitoso de su tarea. El foco está puesto en lo práctico, el autor brinda consignas claras y precisas para organizar el trabajo gerencial de ventas, decidir y actuar en forma inmediata para conseguir un resultado exitoso. Facundo De Salterain, autor del libro “Locos por las Ventas” y el film “Todo sobre Ventas”. Es miembro de la Red Mundial de Conferencistas, profesor de posgrado en escuelas de negocios de sudamérica y creador del primer portal de Internet dedicado a las ventas: www.todosobrevventas.com, uno de los mas visitados por vendedores y gerentes de ventas de todo el mundo. Es columnista en importantes revistas y periódicos de Latinoamérica. Recorre toda América hablando a vendedores y gerentes de ventas en diferentes congresos.

Las ventas Jorge Eliecer, Prieto Herrera, 2015-01-01 En esta edición, de manera práctica, sencilla, dinámica y amena, encontrará una serie de ayudas para descubrir y fortalecer la profesión a la cual solo se dedica el cinco por ciento de la población mundial, la profesión de Las Ventas. La facilidad del contenido y los ejemplos de la vida real, hacen de este trabajo un excelente aporte al mejoramiento de la calidad de vida de los seres superiores: Los vendedores. Por eso aproveche su energía positiva y comience a disfrutar del placer de ser un vendedor profesional, no solo del producto o servicio de su compañía sino del mejor producto del universo: Usted. Tenga siempre a mano este material de consulta porque será su gran aliado en todo momento en la conquista de nuevos clientes y amigos.

Administración de ventas Bertrand R. Canfield,1973

Dirección de ventas Miguel Ángel Moliner Tena,Javier Sánchez García,Diego Monferrer Tirado,Marta Estrada

Guillén,Juan Carlos Fandos Roig,Lluis José Callarisa Fiol,Sandra Tena Monferrer,2014-09-11 Dirección de ventas. Una visión integral, desglosa las funciones del vendedor moderno bajo la óptica del marketing relacional. Para ello, de manera adicional a la figura del comercial, este manual describe también el papel y las funciones del director de ventas, figura clave en la planificación, ejecución, control y evaluación de los planes comerciales de las empresas. En concreto, el manual se estructura en tres grandes partes temáticas para un total de trece capítulos. En la parte primera se analizan las ventas en el entorno actual. Seguidamente, la parte segunda se centra en las técnicas de venta, desarrollando las funciones y tareas del vendedor desde la óptica del marketing relacional, y definiendo su metodología de trabajo. Finalmente, la parte tercera está dedicada a la dirección de ventas y en ella se describen las funciones directivas del responsable de ventas de una empresa o de una zona comercial. Cada capítulo cuenta con contenidos especializados, desarrollados con profesionalidad y rigor en torno a una temática específica incorporando las tendencias más relevantes en el ámbito de estudio. Al final de cada capítulo se incluye un contenido adicional de carácter práctico que persigue incitar al debate y a la reflexión acerca de los conceptos y teorías expuestos. Con todo ello Dirección de ventas. Una visión integral constituye un manual de referencia tanto para estudiantes como para profesionales en busca de la reflexión y la sistematización de las diferentes tareas asociadas a la función de ventas.

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