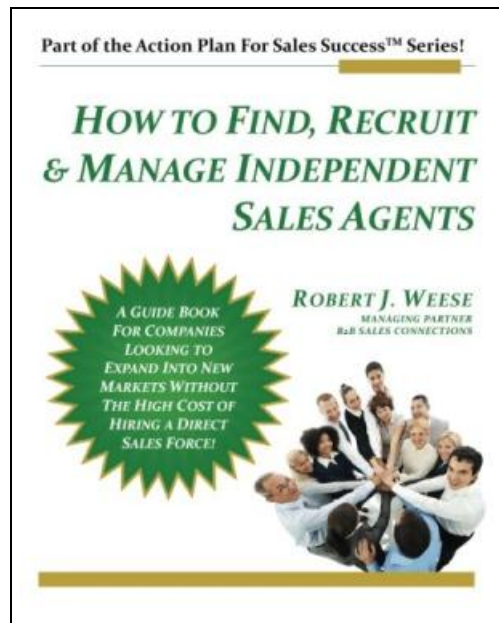


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Reviews


An incredibly wonderful ebook with perfect and lucid explanations. I really could comprehend every little thing using this written e publication. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Tomas Flatley)


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B2B Sales Connections, United States, 2015. Paperback. Book Condition: New. 254 x 203 mm. Language: English . Brand New Book ***** Print on Demand *****.Do you need a proven, turnkey system to expand into new markets and territories at a low cost? Are you struggling to grow your sales? If you are looking to expand your sales into new markets or territories it usually means you have to find a dedicated sales person to work direct for your company. This is an expensive and time intensive method of expanding your business. Attempting to recruit and train sales people who are going to be in a territory that is not local can be very difficult to accomplish. Costs of recruiting are high, remote management and training becomes a problem and monitoring the new sales rep s performance can become a full time job. The answer is to find experienced, local sales agents who reside in the territory you want to penetrate. In some industries sales agents represent the bulk of a companies selling strategy. In North America alone there are tens of thousands of sales agents and many are looking for new products to represent. If you are looking for a comprehensive guidebook that can help you find, train and manage independent sales agents (ISA s), also called manufacturers representatives then this book is for you. How to Find, Recruit Manage Independent Sales Agents is a proven, turnkey system that will become the foundation of your sales agent program. What You Will Learn: - The power of independent sales agents - Three models for sales agent programs - How to find sales agents in your industry - How to approach and engage sales agents in their language - How to design a sales agent compensation program Each chapter contains coaching exercise...

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