

Achieving Peak Sales Performance for Optimal Business Value and Sustainability

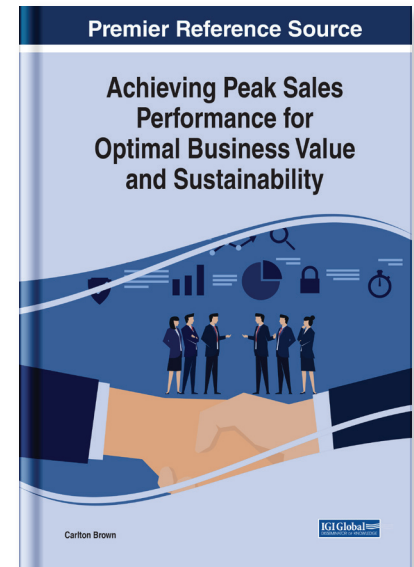
Part of the Advances in Business Strategy and Competitive Advantage Book Series

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Description:

Businesses today face many obstacles, but one major hurdle is optimizing sales performance and achieving peak levels of execution. In recent years, there has been a significant decline in sales performance among businesses internationally. Many professionals attribute this disparity to the lack of attention towards certain business techniques including “Sales Peak Performance” and “Business to Business.” Strategies like this lack empirical validity and further investigation on the implementation of these approaches could significantly impact the business world.

Achieving Peak Sales Performance for Optimal Business Value and Sustainability is a collection of innovative research on the methods and applications of various elements that influence sales peak performance including personal, organizational, and symbiotic determinants. While highlighting topics including emotional intelligence, personal branding, and customer relationship management, this book is ideally designed for sales professionals, directors, advertisers, managers, researchers, students, and academicians seeking current research on insights and advancements of business sustainability and sales peak performance.



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Topics Covered:

- Business-to-Business
- Customer Relationship Management
- Emotional Intelligence
- Key Performance Indicators
- Locus of Control
- Management Effectiveness
- Organizational Culture
- Personal Branding
- Sales Performance
- Salesforce Automation

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