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business structure is starting to evolve, as
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their expectations, purchasing patterns,
and criteria for establishing and
maintaining relationships with sales
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by Neil Rackham and John De Vincentis,
is an innovative attempt to give today's
salespeople a push in the right direction
before the inevitable sea-change now

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Sales forces that simply communicate value to customers are doomed to fail--sales must begin to create customer value to survive. In today's markets, success can no longer be obtained by salespeople communicating the value of a product or service--it rests on the critical ability to create value for customers. Enter Rethinking the Sales Force. In this book, best-selling author Neil Rackham and international sales and marketing consultant John De Vincentis have created a breakthrough guide ...

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Value Hardcover □ Feb. 5 1999 by John
DeVincentis (Author), Neil Rackham
(Author) 4.2 out of 5 stars 32 ratings

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If your sales force gathers the information needed to customize a product, it increases value by offering benefits beyond the product. If your product is offered at a cheaper price through the Internet, your sales function adds value by reducing costs.

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Value RETHINKING THE ...~~

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In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell.

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