



# Sales And Distribution Management

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## **Sales And Distribution Management A Nag**

This textbook, with its focused and precise approach, discusses all the important topics under sales and distribution management. It explains sales and distribution as integrated functions in marketing, under the following major headings: perspectives on sales management; the selling job and its challenges; distribution management; performance, motivation and training; success in selling; guides to sales people, lessons from sales superstars.

Developed primarily as a student friendly text book to meet the requirements of MBA and PGDM students, it will also be a useful resource for working sales executives and managers.

### Feature Highlights:

- ? Chapters or topics on closing a sale, many ways to success in selling, lessons from international sales superstars, and evaluation and control
- ? 'Sales Focus' : innovative sales practices, methods and applications
- ? Rich pedagogy and chapter-end exercises: application projects
- ? Real life sales situations: illustrative cases with solutions
- ? Glossary of terms in sales and distribution management

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