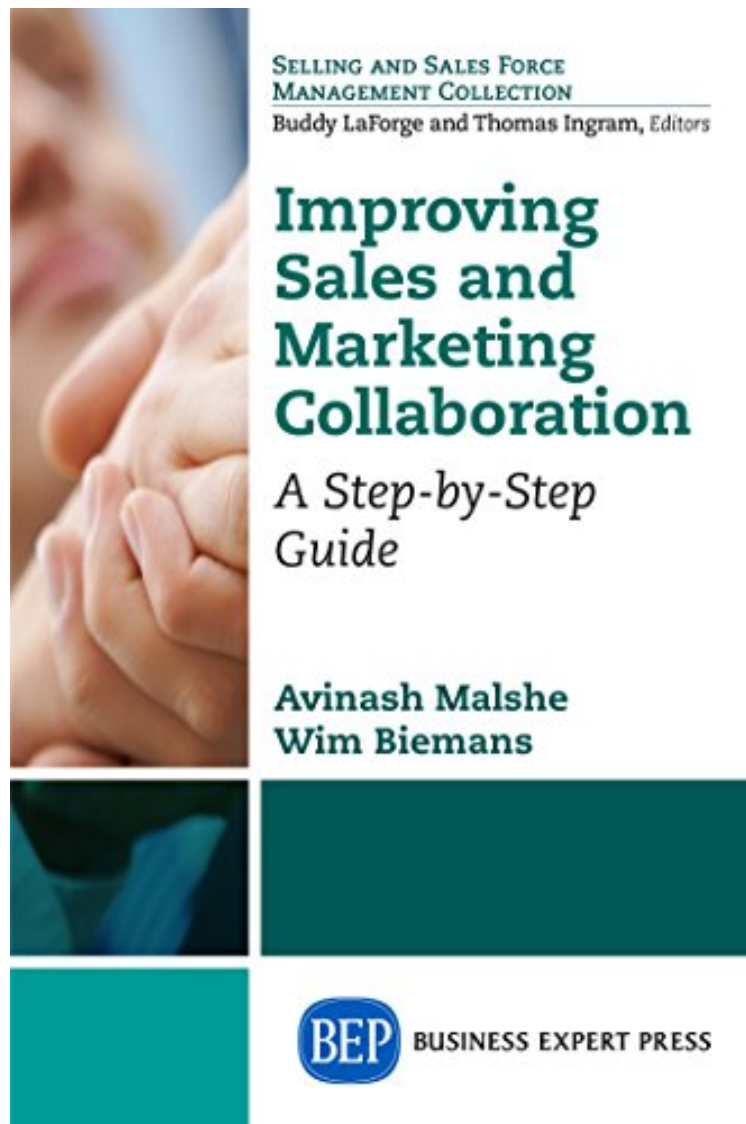


[Library ebook] Improving Sales and Marketing Collaboration: A Step-by-Step Guide (Selling and Sales Force Management Collection)

Improving Sales and Marketing Collaboration: A Step-by-Step Guide (Selling and Sales Force Management Collection)

Avinash Malshe, Wim Biemans
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Sales and marketing are two primary business functions that focus on creating satisfied customers. Due to their complementary orientations and objectives, these two functions are ideally positioned for a fruitful, synergetic collaboration. Unfortunately, the practical reality in many companies is far removed from this utopia. Sales and marketing personnel fail to communicate effectively, resulting in misunderstandings, frustration, and sometimes sabotage. Instead of supporting each other in creating superior value for customers, they often fight tiresome internal battles that are a drain on profits, efficiency and customer satisfaction. *Improving Sales and Marketing Collaboration* offers the first comprehensive perspective on the functioning of sales-marketing interfaces in business to business (B2B) companies. We explore their complementary roles in creating superior value for customers, problems that occur, the underlying causes of these problems, and potential solutions. These solutions are accompanied by a series of tools that managers can use to diagnose their sales-marketing interface and develop appropriate approaches to improve this relationship. Additionally, the book discusses a number of challenges that companies encounter and the impacts on their sales-marketing interfaces. The discussions and tools presented in this book provide managers with a deep understanding of this critical interface, allowing them to apply these insights to improve their sales-marketing interface, which helps them create superior value for customers.

About the Author Avinash Malshe is associate professor of marketing at the University of St. Thomas, MN. He received his PhD from the University of Nebraska-Lincoln. Avinash has published a large number of scientific papers in leading marketing and business journals on sales-marketing interface dynamics and he is recognized as a thought leader in this area. He frequently speaks in executive seminars on this topic and helps companies harmonize the sales-marketing interface so they can develop and implement winning marketing strategies. Wim Beimans, PhD, is associate professor of marketing innovation at the University of Groningen, the Netherlands. He received his PhD from the Eindhoven University of Technology, the Netherlands. Wim has more than 25 years of experience researching, teaching and consulting about B2B marketing and innovation management. His research resulted in more than 100 scientific papers, published in various academic journals and presented at numerous conferences. He authored several books about marketing and innovation and has taught as guest professor at universities in Europe, Asia and the US.