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Churchill/Ford/Walker's Sales Force Management

was the direct sales force that got the company started, and would keep the company going well into the future. He commented, "Highlights for Children might well close its doors if the direct sales force is eliminated." One manager's response to Bell's defense of the direct sales ... SALES FORCE MANAGEMENT ...

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Sales Force Management David Jobber is an internationally recognised marketing academic and is Professor of Marketing at the University of Bradford School of Management. Before joining the faculty at the School of Management, he worked in sales and marketing for the TI Group and was Senior Lecturer in Marketing at Huddersfield

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3 1.2 DEFINITION Originally, the term "sales management" referred to the direction of sales force personnel. But, it has gained a significant position in the

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