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## The Fundamentals of Business-to-Business Sales Marketing (Hardback)

By John Coe

McGraw-Hill Education - Europe, United States, 2003. Hardback. Condition: New. Language: English . Brand New Book. This book shows how today s B2B leaders are integrating new approaches and technologies with proven techniques to find, get, and keep customers. The traditional business-to-business, face-to-face selling approach has been in decline for a number of years. In its place has risen a new integrated sales coverage method that incorporates the best practices of direct/database marketing and field sales into a new B2B communication mix that will dramatically improve sales and marketing productivity. The New Fundamentals of Business-to-Business Sales and Marketing ties together the best of the old and the new, introducing a new sales coverage model that meets the needs of today s fast-paced, Web-based environment while retaining the benefits that only a knowledgeable, hands-on salesperson can bring to the table. Straight-talking and well-documented, this rulebook for selling success in the marketplace will show you how your organization can attain: improved, results-based marketing through the creation of a robust prospect and customer database; precise targeting of the right market through advanced segmentation and microsegmentation techniques; and, increased results from demand generation efforts that will produce real sales opportunities, not just raw inquiries Higher...



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