



Sales Force Management

Mark Johnston, Greg Marshall

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Sales Force Management, 9e remains the most definitive text in the field today. Mark Johnston and Greg Marshall team up to maintain the quality and integrity of earlier editions while also breaking new ground with relevant new content for the changing field. The familiar framework of this text – from which instructors love to teach – remains the same while relevant, real-world student learning tools and up-to-date sales management theory and application have been added. The framework has been developed to portray sales managers' activities as three interrelated, sequential processes, each of which influences the various determinants of salesperson performance. The three interrelated parts of the framework, formulation of a sales program, implementation of the sales program, and evaluation and control of the sales program, remain consistent and highly relevant in the 9th edition. This edition integrates new, innovative learning tools and the latest in sales management theory and practice.

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