

Sales Triumvirate Framework

Overview

Sales forces represent a major investment for many companies. The largest part of sales and marketing budget is spent on sales staff salaries, incentives, information systems, and other sales-related expenses.

Being the public face of the company, sales forces is entrusted with the most important corporate asset: the customer. Therefore, boosting the performance of sales forces can significantly enhance the company's position in the market.

Learn how to manage sales force, how to build solid sales organization, and how to create strong sales platform in order to achieve the optimum productivity.

Toolkit

