

Tipe Koleksi: eBook - Sosial Sains & Humaniora

Compensating the sales force

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Abstrak

Compensating the Sales Force is a uniquely jargon-free, how-to guide to all major sales compensation concepts and formulas. Using real-world examples, guru David J. Cichelli: * Helps readers select the right compensation strategy for their firm * Provides step-by-step guidance to implementing various approaches * Simplifies the mathematical formulas that are a thorn in most manager's side.