



Creating A Structured Sales Process

Laurence Ainsworth

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A guide for start up businesses and owner managed businesses with no formal sales training. It explains how to design, build a structured sales process for their business.

A recent reviewer said "I particularly like the suggestion that, until the customer has told you he has decided to buy from you, there is probably no more than a 25% chance of success of winning that business. That will certainly focus on the need for greater sales activity.

This book is a companion to Structured Sales Targets a simple guide to building relevant monthly targets for a business and Successful Sales Forecasting, how to create a realistic and reliable sales forecast for a business."

I consider that it is the area of practical implementation of ideas and strategies where most businesses fail and that a practical "how to" guide is what most business owners need to help them succeed.

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The book Creating A Structured Sales Process has a lot details on it. So when you check out this book you can get a lot of benefit. The book was written by the very famous author. McDougal makes some research prior to write this book. This kind of book very easy to read you can get the point easily after reading this article book.

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