

Strategic Sales Planning for Growth & Differentiation

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Book Details:

Chapter 1 – Introduction
Chapter 2 – Deceptive Simplicity of Designing a Winning Strategy
Chapter 3 – Goal Directed Strategic Sales Planning
Chapter 4 – Planning & Formulating Strategy
Chapter 5 – Differentiation & Developing a Competitive Value Proposition (CVP)
Chapter 6 – Implementing the Strategic Sales Plan
Chapter 7 – Final Considerations: Structure, Finance & Plan Outline

Synopsis:

This book aims to provide a concise and practical approach to link the sales and marketing functions to its business strategy. With a combination of holistic, systems and critical thinking, this book connects strategy for successful implementation and operational excellence for higher profit margins, effective control by focusing on the right key performance indicators to ensure sales revenue, business growth, profitability and liquidity are tracked and managed within acceptable variance limits, enabling effective decision making to be made that can be aligned with corporate, business and other functional departments.

Review:

“Dr. Fernando has managed to develop a practical framework supported by proven process and tools to make the selling job easier. It is the first of its kind book in strategic sales planning that truly connects and aligns people, business and system to a common objective of beating the competition and riding the wave of globalization. A must read for all management staff.”

- Dr. Chan Kah Chee, Distinguished Professor in Teaching Organization and Former Visiting Professor to University of Glasgow

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