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Main author: FRIEDMAN, LAWRENCE G. Format: Book language: Spanish Published: MEXICO : PRENTICE HALL HISPANOAMERICANA, 2000 Edition: 1a. ed. Stored in: LEADER 01054cz 22003254 4500 001 81431 008 020924-uuuuuuuux f-#u- u-spa-d 003 BO-LpUCB 005 2002092400000 040 - a BO-LpUCB -b spa 850 - a BO-UC LpB (Central, Library UCB La Paz) 082 0 4'a 658.8'2 21 100 1' to FRIEDMAN, LAWRENCE G. 245 0 0 TO SALES NOTES; REACH MORE CUSTOMERS, SELL MORE PRODUCTS AND MAKE MORE PROFIT. 250 to 1a. 044 ' a mx 260 ' a MEXICO : 'b PRENTICE HALL HISPANOAMERICANA', c 2000'. 653' TO MERCADEO 653' to CUSTOMER SERVICE 653' to SALES 041 0' to Spa 500'a Includes Index. 505 0 to 1. INTRODUCTION: THE COMPETITIVE EXPERIENCE OF -- -- FIRST PART: THE CHOICE OF THE BEST SALE CHANNELS -- PART TWO: . AND, NOW, YOUR INTEGRATION -- THIRD SPART: CHANNEL MANAGEMENT FOR HIGH PERFORMANCE 300 to 228 P. 020 to 9701703979 506 to General; C Address. 092 - L F899 Book Gender: EconomicsSubgeners: BusinessThe seller did not contain a product description The need for executives and administrators to pay attention not only to what is sold, but also to the way it is sold, for which it is important to take into account the most modern distribution channels such as the Internet, ordering centers and retail companies, which are given special importance. You are reading a free preview pages 6 to 12 will not be displayed in this preview. In a business world full of competitors, the only way to achieve a sustainable competitive advantage is to combine distribution channels. In The Channel Advantage, Timothy R. Furey and Lawrence G. Friedman explain how leading companies use techniques that combine e-commerce, telemarketing, sales teams, and distributors for superior sales performance and competitive advantage. The question is how to sell, not what to sell. In short, the book advocates the implementation of an integrated sales strategy. Today, companies need to have multiple distribution channels to add customers, sell more products, and increase profits. That's why the sales strategy is crucial. It is necessary to connect product and customer through a variety of channels, i.e. sales teams, distributors, business partners that create added value, retail stores, telemarketing and the Internet. Each channel has advantages and disadvantages. Since using a single distribution channel limits the business performance of the company, the big challenge is to know how to choose and integrate the right variety of channels to hoard different customers and product at the lowest possible cost. The result becomes a competitive advantage in sales growth, market reach, customer loyalty and profits. At The Channel Advantage (Butterworth-Heinemann, USD 29.95), Friedman and Furey identify the right channels for today's business through a comprehensive analysis of customer behavior and product characteristics. They also teach how to build the different types of channels and underline the importance of an effective combination and integration of channels. According to the authors, executives should pay particular attention to the company's product and market strategy before opting for a distribution channel. What is important is how to achieve better results with current products. Don't forget, insist that it's harder and more expensive to get new customers than getting existing ones. The further the company gets away from the products and the customers present, the more difficult it will be to improve profitability. When evaluating the different channels, the acceptance and willingness of customers to use this new channel is essential. First, the purchasing preferences and behaviors of the customers must be identified. The authors suggest surveys to get information or data about customers. This information should include important customer data, channel usage and preferences, and customer speculation about the channels to be used in the future. Changes in consumer purchasing behaviour need to be monitored and answered, especially when expensive channels are used for sales. As customers typically signify for a different channel over time, the company must be willing to gradually introduce cheaper channels. A sales team is important, even in the world of e-commerce and technology-driven marketing. It plays a crucial role in most organizations. It remains the only channel that is able to sell complex products and solutions to important accounts, with a high degree of control over the sales process. In such cases, sales teams are indispensable. Business partners list agents, shareholders, wholesalers, retailers, distributors, resellers and value-added traders. They are intermediaries responsible for the sale, support and construction of products of a manufacturer for a commission or payment. A business partner is an indirect channel that is used to attract consumers. It's also cheaper than a sales team. Timothy R. Furey and Lawrence G. Friedman explain how leading companies use techniques in The Channel Advantage Combine e-commerce, telemarketing, sales teams, and distributors for superior sales performance and competitive advantage. The question is how to sell, not what to sell. In short, the book advocates the implementation of an integrated sales strategy. Today, companies need to have multiple distribution channels to add customers, sell more products, and increase profits. That's why the sales strategy is crucial. 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