



## Transformational Sales: Making a Difference with Strategic Customers: 2016

By Philip Kotler, Marian Dingena, Waldemar Pfoertsch

Springer International Publishing AG. Hardback. Book Condition: new. BRAND NEW, Transformational Sales: Making a Difference with Strategic Customers: 2016, Philip Kotler, Marian Dingena, Waldemar Pfoertsch, Inspired by a new, transformative era in human and business relations, this book provides a unique perspective on the business transformation that results from the collaboration between suppliers and their strategic customers. It is all about guiding organizational change and business transformation, starting with sales itself. Companies choosing this approach can make a significant and meaningful difference with strategic customers, moving beyond the competition. By challenging existing business assumptions and creating new perspectives on the marketplace, organizations can increase value across traditional company borders, making the (business) world a better place in the process. Both thought-provoking and practical, this management book integrates academic insights, real life examples and best practices of business transformation. It is a must-read for business leaders aiming to make a difference. "Integrating with your strategic customers beyond a transactional sales relationship is key for shaping new markets, developing your brand, and leveraging your strategic relationships. If sales and profitability with strategic accounts are to grow beyond the average, a change in mindset from seeing sales as an "outside" to an "inside"...

DOWNLOAD



READ ONLINE

[ 7.12 MB ]

### Reviews

*This composed book is excellent. This really is for all who state that there had not been a worth reading through. Your life period will probably be change as soon as you total looking over this ebook.*

-- **Cheyenne Barrows**

*The book is fantastic and great. I have go through and i also am certain that i will planning to read through once more once more down the road. Its been printed in an exceedingly simple way and is particularly simply after i finished reading through this publication through which really changed me, change the way i think.*

-- **Hank Powlowski**