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research form the hub of the world's largest global IT media network. The Harvard Business Review Sales Management Handbook Harvard Business Press Sales leadership essentials for an era of rapidly advancing digital technology. Managing an effective sales organization is key to revenue generation, customer satisfaction, and business results. But whether you're a sales manager or leading a large sales force, it's increasingly challenging to balance success today with driving the digital sales transformation that will position your team for the future. With actionable insights and examples from many industries worldwide, the HBR Sales Management Handbook provides

the resources you need to build value for your company, your customers, and your sales teams. The book covers the fundamentals every sales manager needs to know and explores today's most challenging issues around digital: bringing value to informed and self-sufficient customers while managing the business; hiring, developing, and retaining the best talent; managing sales in the remote, multichannel world; using AI and analytics to support critical decisions; navigating change with continuous improvement; and building the next generation of sales information hubs. Your job as a sales leader is vast and dynamic. This handbook is a collection of proven and forward-looking ideas to help you, your salespeople, and your customers win. HBR Handbooks provide ambitious professionals with the frameworks, advice, and tools they need to excel in their careers. With step-by-step guidance, time-honed best practices, and real-life stories, each comprehensive volume helps you to stand out from the pack—whatever your role.

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Solution Business CRC Press

Comprehensive and applicable to domestic and international franchising initiatives alike, this go-to guide remains the industry standard for insights on expanding your business. As an experienced corporate and transaction lawyer, author Andrew Sherman offers insider insights into unique opportunities for business growth--specifically, leveraging your intellectual capital through franchising and licensing. By helping

you understand what intellectual capital is, what revenue your company is entitled to, and how to manage these intangible assets, he provides knowledge and tools to keep your business not only operating, but growing in any economy. Filled with examples, stories from the field, and forms for drafting franchising agreements and licensing programs, Franchising & Licensing simplifies the strategic, legal, financial, and operational aspects of these complex but highly profitable business strategies. You will learn how to: raise capital, structure agreements, and protect intellectual property; create market-

responsive sales, marketing, and globalization strategies; establish quality control and compliance measures; and assess opportunities for mergers and acquisitions, joint ventures, and other alternatives to franchising This book also incorporates up-to-the-minute information on regulations, best practices, web strategies, branding techniques and global trademark laws, the new FDD disclosure format, and the latest franchising trends.

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Buyer behavior has changed the marketplace, and sellers must adapt to survive The Collaborative Sale:

Solution Selling in Today's Customer-Driven World is the definitive guide to the new reality of sales. The roles of buyers, sellers, and technology have changed, and collaboration is now the key to success on all sides. The Collaborative Sale guides sales professionals toward alignment with buyers, by helping them overcome their problems and challenges, and creating value. From building a robust opportunity pipeline and predicting future revenues to mastering the nuances of buyer conversations, the book contains the information sales professionals need to remain relevant in today's sales

environment. Buyers have become more informed and more empowered. As a result, most sellers now enter the buying process at a much later stage than the traditional norm. The rise of information access has given buyers more control over their purchases than ever before, and sellers must adapt to survive. The Collaborative Sale provides a roadmap for adapting through sales collaboration, detailing the foundations, personae, and reality of the new marketplace. The book provides insight into the new buyer thought processes, the new sales personae required for dealing with the new buyers, and how to establish and implement a dynamic sales process. Topics include: Selling in times of economic uncertainty, broad information access, and new buyer behavior Why collaboration is so important to the new buyers The emergence of new sales personae – Micro-marketer, Visualizer, and Value Driver Buyer alignment, risk mitigation, and the myth of control Situational fluency, and the role of technology Focused sales enablement, and buyer-aligned learning and development Implementation and establishment of a dynamic sales process The book describes the essential

competencies for collaborative selling, and provides indispensable supplemental tools for implementation. Written by recognized authorities with insights into global markets, *The Collaborative Sale: Solution Selling in Today's Customer-Driven World* is the essential resource for today's sales professional.

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The smart guide to the successful delivery of Microsoft Dynamics Business Solutions using Microsoft Dynamics Sure Step 2010 with this book and eBook.

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Microsoft Azure Essentials from Microsoft Press is a series of free ebooks designed to help you advance your technical skills with Microsoft Azure. This third ebook in the series introduces Microsoft Azure Machine Learning, a service that a developer can use to build predictive analytics

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Mastering Microsoft Dynamics 365 Implementations
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one of the most highly regarded -- and bankable -- IT credentials in the world. But which of the many Microsoft certification programs is best for you? This unique guide gives you a complete overview of Microsoft's many certification tracks and explains exactly what kind of career path and salary range you can expect with each of the credentials. With solid advice on how to prepare for certification exams, a comprehensive rundown of career resources, and seasoned tips on IT job hunting, it's the one guide you need to choose the right certification -- and launch your lucrative IT career. Covers: MCSE

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Success in solution business starts by accepting that solution business is a separate business model, not simply another product category or an extension of the existing product business. This book identifies the business model areas that firms need to focus on when transforming into solution business. It further organizes these areas into three sets of capabilities and practices: commercialization, industrialization and solution platforms. This is the first book to take a comprehensive view of success in solution business and its relevance therefore extends to all functions of firms wanting to become solution providers as well as to many managerial levels. The book will also help you self-assess how ready your organization is for success in

solution business.