



# Sales Management: Concepts and Cases

*Douglas J. Dalrymple, William L. Cron*

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The authors not only provide students with the basics of sales management and what is involved in personal selling but also make it practical and interesting as well. Each chapter begins with short vignettes and features role-playing exercises to challenge and motivate pupils. Extensive references pertaining to the practice of major companies are extremely helpful when interviewing and add realism and credibility. New topics include: account and territory management, evaluating overall sales force performances, controlling individual salespeople and much more.

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