



The Dealer Development Book (Paperback)

By Domenico Cocomile

Lulu.com, United Kingdom, 2012. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.This operating guide is aimed at sales directors, sales managers, dealer development managers, entrepreneurs who need support in the organization of their distribution networks, and also consultants who require applied tools for the management of a retail business. The book, offering a structured framework for developing and controlling a dealer sales network, is the result of industry-specific technical studies and, above all, the experience gained in the field during my career at CNH (Case New Holland) as a dealer development manager. It also includes many practical examples, charts and, whenever possible, benchmarks relevant to the Construction Equipment industry. Hence, some of the contents of this book are specifically related to the above-mentioned industry, but the whole methodology is obviously applicable to Agriculture, Truck and Automotive sectors too.



READ ONLINE
[2.12 MB]

Reviews

Basically no phrases to clarify. It really is rally fascinating through reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Anabel Zemlak**

This is actually the very best pdf i have read through right up until now. This really is for those who statte there was not a well worth looking at. Your lifestyle period is going to be convert as soon as you total reading this article publication.

-- **Margaretta Wolf**