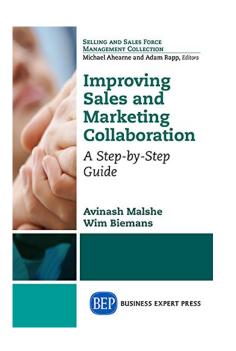
Improving Sales and Marketing Collaboration: A Stepby-Step Guide (Selling and Sales Force Management Collection) PDF



by by Avinash Malshe : **Improving Sales and Marketing Collaboration: A Step-by-Step Guide (Selling and Sales Force Management Collection)** ISBN : #1606498029 | Date : 2014-12-13 Description : PDF-ebdce | Sales and marketing are two primary business functions that focus on creating satisfied customers. Due to their complementary orientations and objectives, these two functions are ideally positioned for a fruitful, synergetic collaboration. Unfortunately, the practical reality in many companies is far removed from this utopia. Sales and marketing personnel fail to communicate effectively, resulting... *Improving Sales and Marketing Collaboration: A Step-by-Step Guide (Selling and Sales Force Management Collection)*

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