



Sales & Marketing Policies, Procedures and Forms (Manual and CD)

By Written by experts in the field

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Sales and Marketing strategies and plans are critical for any business. Why leave them to chance? These prewritten and fully editable sales and marketing procedures can help you quickly and effectively take control of your sales and marketing processes to achieve consistent results.

Manage Your Sales Pipeline by Aligning Sales Strategies and Marketing Tactics

Are your sales processes effective? How well do your marketing tactics really work? Do your marketing and sales teams coordinate their efforts to achieve maximum results? Policies and procedures based on proven best practices can help align your sales and marketing processes to manage prospects and customers through the sales pipeline and achieve improved performance.

Take the Mystery Out of Lead Generation and Sales Closing

Using a process approach to manage sales strategies and marketing tactics, you can plan sales and marketing activities and measure results. Learn which marketing tactics generate the best leads and which strategies are effective for closing sales and achieving continual and tangible improvement. Track and manage important metrics like cost per lead and cost per sale performance.

Improve Your Sales Process and Marketing Tactics

Sales and Marketing Policies, Procedures, and Forms are based on thoroughly research best practices, written by experienced technical writers, and reviewed by experts in the field. Plus, it covers all the critical areas of sales and marketing such as:

- Marketing Strategy and Tactics
- Lead Management and Lead Qualification
- Sales Hiring and Sales Training
- Sales Calls
- Customer Life Cycle Management

- Product Launch

The Sales and Marketing Policies and Procedures manual also includes a free Internet Marketing Guide.

When you purchase the Sales & Marketing Policies, Procedures and Forms, you get all the content in easily editable Microsoft Word format on CD.

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