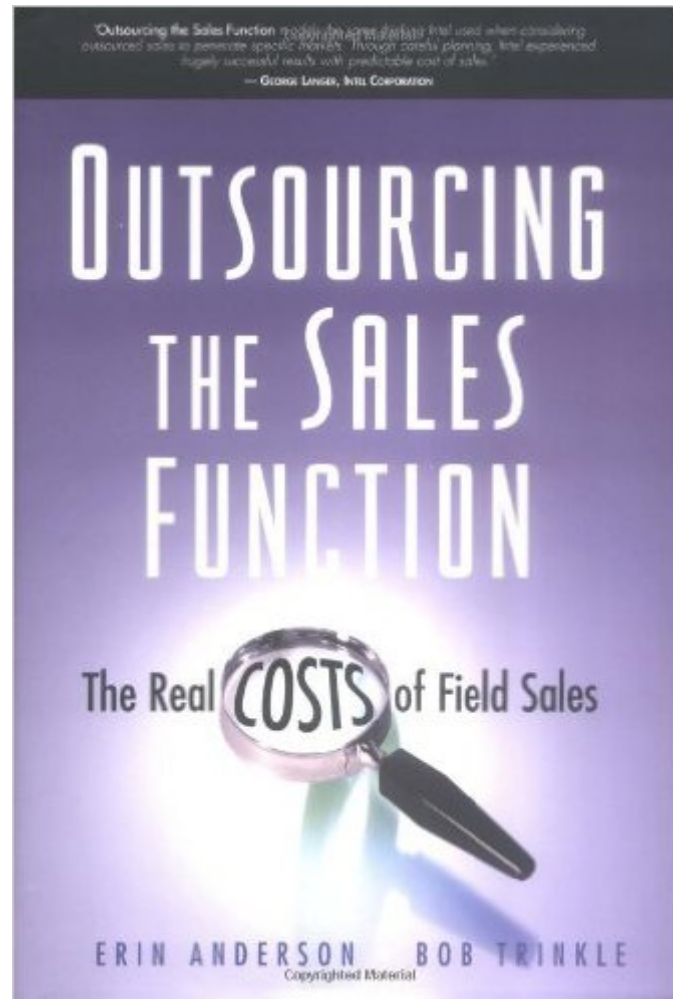


The book was found

Outsourcing The Sales Function: The Real Costs Of Field Sales



Synopsis

This book sheds new light on the personal selling function in business-to-business markets. Well versed in the area of manufacturer's reps, the authors equip managers with the tools to determine the true costs and benefits of both in-house and outsourced forces. They explain in detail the differences between manufacturer's reps and company owned, tips for when to use them, how to most effectively work with them to optimize company return, and how to build strategic long-term alliances. The authors offer detailed information about the true costs and benefits of running a sales force and discuss how to effectively work with a manufacturer's representative to optimize your return. The book includes a CD-ROM with a cost calculator.

Book Information

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Customer Reviews

These comments by Chicago PR consultant Laurence Kaufman, excerpted from a longer review, are right on the money. Clearly directed at corporate executives with the responsibility for determining how their companies' goods are brought to market - CEOs and CFOs as well as their top sales executives - this book equally deserves careful scrutiny by manufacturers' representatives and their organizations, and by those who interface regularly with field sales people, i.e., distributors and other resellers, commercial and industrial end users. A number of factors make this book noteworthy, but perhaps the most important is its authorship - a unique collaboration between an academic (Erin Anderson) who has been studying manufacturers' representatives and the decision to employ them for a quarter-century and a field sales professional (Bob Trinkle) who spent close to half a century practicing what he now preaches. And what Trinkle preaches, along with his

professorial collaborator, is not that you should choose the rep route to market, but that you should make the choice intelligently - based not only on economic factors but also in full realization of the impact of corporate culture and product idiosyncrasies - and if you choose to outsource, the factors you need to consider in making the strategy work. Trinkle and Anderson do not say that outsourcing is the right thing to do - it may or may not be. But if you decide it is the right thing to do, they also tell you how to do it right.

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