



## The Shifting Paradigms: The Changing Role of the Sales and Marketing Professional

By Michael J Garza

Outskirts Press, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Need to take your sales and marketing skills to the next level?The Shifting Paradigms book covers eight areas affecting today u2019s sales and marketing professionals and provides GO TO strategies to help you become more efficient and effective in these areas. The sales and marketing landscape has become a complex world of changing roles and tactics and this book is here to help make sense of it all.In the book you will discover how to apply your expertise and drive leads through multiple online and offline channels. As business executives we need effective strategies that provide our sales pipelines with steady streams of prospects. We can accomplish this by understanding the many channels available to us, and by formulating effective, strategic approaches for maximizing our lead generating efforts.You will find specific strategies to help you drive revenue by integrating traditional sales and marketing techniques with interactive, internet based techniques, which will create a powerful inbound and outbound lead generating machine for your business. In this book you will uncover multiple ways to improve, expand and integrate strategies...



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