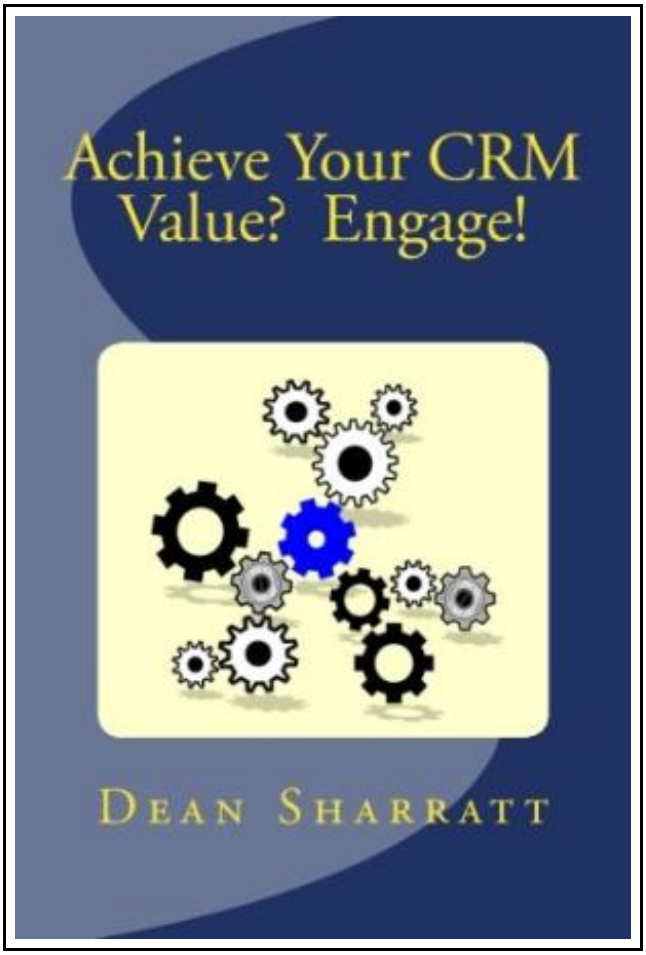
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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.
(Blanca Davis)

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CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 112 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.There is a general consensus that todays CRM business system implementations are technically successful, but fail to deliver their expected business value. This is not surprising as the business value is predicated upon a defined change in behavior of the sales force. The real effort to achieve this change does not commence until after the technical implementation of the CRM business system has occurred (i. e. , gone live) and all the project technical and project management experts have gone home. This leaves the responsibility for achieving this change adoption solely in the hands of the sales organization. This is a daunting task, one which they were generally neither expecting nor prepared for. Consequently, to realize the business value of their CRM business system implementation, sales executives must engage, prepare their organization, and lead it through the successful change in behavior that will enable this value. The fundamental messages for sales executives in this book are: 1. If you want to achieve the value, then engage! 2. The hard work starts after your CRM implementation goes live, and the responsibility for adoption success rests solely within your sales organization. 3. If you cant measure the change in the new requisite behavior, you will not achieve the ultimate benefits of your CRM business system. The focus of this book is on assisting sales executives in achieving this essential change adoption. To be successful this change must be defined and implemented within a broader business context to ensure that the necessary supporting events, within a change program, have occurred that can position change for success. This book describes both the required elements of this broader context, and the behavior change...

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