Sales management

Manager's 6 tasks according to Winnie the Pooh

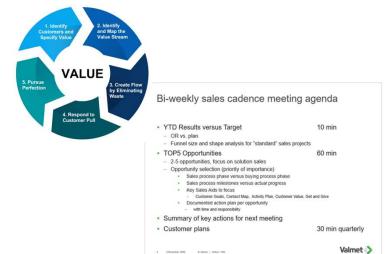
- 1. Set targets
- 2. Organize
- 3. Motivate
- 4. Develope
- 5. Communicate
- 6. Follow up and analysis



Question: what are the similarities and differencies in the sales management:

- in a big company
- In a small company?







Process	Methodology
Outcome based	Methods based
Typically end to end	Seldom end to end
Based upon business needs	Based upon standard
Continuously updated	Seldom updated
Tools integrated into process	Methodology integrated into tools

