



International Sales Steering by Result Framing: How to ensure your sales results on a global level

Wolf W. Lasko, Lara M. Lasko

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This book provides sales management with a new steering tool that is oriented toward future revenue and profits while setting new, concise, and directly applicable work frames. These work frames are necessary because many companies feel that their spending on training their sales force is a waste of time and money; they complain about the lack of improvement and continued low performance. The authors explain why the outlook for current sales steering – as it is practiced in many companies acting on an international scale – is rather bleak and why this highly dissatisfactory entrepreneurial situation must be urgently corrected. These leadership deficits can, from the authors' point of view, be compensated only with the installation of a mindset and a scope of action that is strictly aligned toward company success: sales steering by result framing.

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