



Sales Process Engineering: A Personal Workshop

Paul H. Selden

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This revolutionary new book for the sales and marketing profession shows how to apply the successful principles of process and quality improvement to the entire sales process - from marketing to sales to customer service - in a way that is fun and easy to understand. Sales Process Engineering is an outstanding guide to better equip sales professionals to work more effectively with external customers while engineering personal success. Written as a unique, three-person narrative, you'll feel as if you are participating in a lively and insightful three-day workshop. This entertaining style is straightforward, practical, and introduces 12 well-tested process problem-solving tools and a variety of relevant principles. Concepts such as TQM, behavioral psychology, continuous improvement, just-in-time, and the Theory of Constraints are directly applies to the sales and marketing arena. The author also shares his recent interview with Dr. J. M. Juran. An extremely valuable, comprehensive book, Sales Process Engineering is a magnificent introduction to ideas and principles that might otherwise take years to learn.

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