



The Dealer Development Book

By Domenico Cocomile

Lulu.com, United Kingdom, 2012. Paperback. Book Condition: New. 210 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.This operating guide is aimed at sales directors, sales managers, dealer development managers, entrepreneurs who need support in the organization of their distribution networks, and also consultants who require applied tools for the management of a retail business. The book, offering a structured framework for developing and controlling a dealer sales network, is the result of industry-specific technical studies and, above all, the experience gained in the field during my career at CNH (Case New Holland) as a dealer development manager. It also includes many practical examples, charts and, whenever possible, benchmarks relevant to the Construction Equipment industry. Hence, some of the contents of this book are specifically related to the above-mentioned industry, but the whole methodology is obviously applicable to Agriculture, Truck and Automotive sectors too.



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