



Outsourcing the Sales Function: The Real Costs of Field Sales

Erin Anderson, Bob Trinkle

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This book sheds new light on the personal selling function in business-to-business markets. Well versed in the area of manufacturer's reps, the authors equip managers with the tools to determine the true costs and benefits of both in-house and outsourced forces. They explain in detail the differences between manufacturer's reps and company owned, tips for when to use them, how to most effectively work with them to optimize company return, and how to build strategic long-term alliances. The authors offer detailed information about the true costs and benefits of running a sales force and discuss how to effectively work with a manufacturer's representative to optimize your return. The book includes a CD-ROM with a cost calculator.

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