



Pascal Py

Le Plan d'Actions du Commercial

Le concevoir, le rédiger...

Le Plan Dactions Du Commercial Le Concevoir Le Reacutediger

Pascal Py



Le Plan Dactions Du Commercial Le Concevoir Le Reacutediger:

Le plan d'actions du commercial Pascal Py,2014-10-02 Dans ce 11e livre Pascal PY propose et d veloppe de nombreux mod les afin de concevoir et r diger un Plan d Actions Commerciales coh rent L auteur d taille 64 actions majeures pertinentes et l efficacit prouv e mener aupr s de vos clients 7 techniques de ciblage qui permettent de d finir sur quels clients et prospects agir 15 actions de conqu te pour accro tre le nombre de vos clients 16 actions de fid lisation pour renforcer les liens avec vos clients 4 actions sur la satisfaction afin d intensifier l attachement des clients 5 actions de s curisation pour vous prot ger contre des concurrents pr dateurs 5 actions de r tention afin d endiguer les vell it s de d part de clients 5 actions de stimulation des achats des clients permettant d accro tre vos ventes 7 actions de stimulation des efforts de vos clients accomplis votre profit et celui de votre entreprise pour faciliter votre m tier et augmenter votre confort au travail Clair et pragmatique ce livre expose en 7 tapes comment concevoir puis r diger votre PAC de fa on structur e et b n ficier ainsi d un vrai levier pour votre r ussite commerciale *Le plan d'actions commerciales* Bruno Camus,2004 Explique comment laborer diffuser et r aliser un plan d actions commerciales comment combiner la strat gie la tactique Indique comment g rer efficacement les quipes d di es la vente **Le responsable commercial et son plan d'actions**

commerciales Pascal Py,2013-12-13 Ce livre de Pascal Py est la bible du manager commercial rien n chappe l auteur afin que celles et ceux qui ont la responsabilit des ventes puissent concevoir r diger et piloter leur Plan d Actions Commerciales PAC interpr ter la strat gie commerciale de leur entreprise participer efficacement son laboration ou son adaptation analyser et diagnostiquer les difficult s commerciales rencontr es par leur quipe imaginer et mettre en oeuvre les actions pertinentes en r ponse conduire leur quipe commerciale vendre conqu rir fid liser reconqu rir am liorer la marge intensifier les achats des clients lancer un nouveau produit manager leur quipe et la motiver avec succ s recruter former licencier des vendeurs coacher sur le terrain Tout ceci se conjugue en 141 actions commerciales amplement approfondies et ordonn es dans cet ouvrage tr s pratique en un plan d ensemble coh rent harmonieux et efficace 141 actions incontournables qu il appartient tout responsable commercial de mener bien et de coordonner afin d op rer un break concurrentiel *Méthodes et astuces pour... concevoir et piloter un plan d'actions commerciales* Pascal Py,2005 Cet ouvrage d veloppe avec pr cision comment concevoir piloter et instrumentaliser votre Plan d Actions Commerciales afin d op rer le break concurrentiel auquel tout responsable des ventes aspire En parcourant les 7 tapes qui vous conduisent de nouveaux succ s commerciaux cette v ritable bible des actions commerciales vous aide 1 laborer votre politique commerciale et cr er un cadre de r f rence fondamentale vos actions 2 mener une r flexion approfondie sur l attrait de vos march s identifier les meilleures cibles de clients et arr ter la bonne strat gie commerciale 3 d couvrir des mod les innovants pour mener votre diagnostic commercial rep rer les menaces identifier les opportunit s saisir ou encore inventorier vos avantages et handicaps concurrentiels 4 transformer votre diagnostic commercial en lignes directrices d actions et garantir leur coh rence et leur pertinence 5 explorer de

nombreuses voies nouvelles pour dynamiser votre offre commerciale 6 mettre en uvre plus de 90 actions pour conqu rir fid
liser s curiser ou reconqu rir des clients et faire le plein d id es pour d velopper vos ventes La seule action de formation
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