

BST 3202 Salgsledelse og personlig salg

[View Online](#)

1.

Berg PA. Kunsten å Selge: Etablere, Beholde Og Utvikle Salgsrelasjoner. 5. utg. Cappelen Damm akademisk; 2012.

2.

Hofbauer C. Salgets Helter: En Bok Om B2B-Salg. Universitetsforl

3.

Johnston MW, Marshall GW. Sales Force Management: Leadership, Innovation, Technology. Vol XXVIII, 465 s. 12th ed. Routledge; 2016.

<https://ebookcentral.proquest.com/lib/bilibrary/detail.action?docID=4507430>

4.

Cadogan JW, Lee N, Tarkiainen A, Sundqvist S. Sales manager and sales team determinants of salesperson ethical behaviour. European Journal of Marketing. 2009;43(7/8):907-937.

<https://search.proquest.com/docview/237033637?OpenUrlRefId=info:xri/sid:primo&acountid=142923>

5.

Darrat M, Amyx D, Bennett R. An Investigation into the Effects of Work-Family Conflict and Job Satisfaction on Salesperson Deviance. Journal of Personal Selling & Sales Management. 2010;30(3):239-251. doi:10.2753/PSS0885-3134300304

6.

Onyemah V. The effects of coaching on salespeople's attitudes and behaviors. *European Journal of Marketing*. 2009;43(7/8):938-960.
<https://search.proquest.com/docview/237029843?OpenUrlRefId=info:xri/sid:primo&accountid=142923>

7.

Sarin S, Sego T, Kohli AK, Challagalla G. Characteristics that Enhance Training Effectiveness in Implementing Technological Change in Sales Strategy: A Field-Based Exploratory Study. *Journal of Personal Selling & Sales Management*. 2010;30(2):143-156.
doi:10.2753/PSS0885-3134300205

8.

Petersen E. Nå Dine Salgs mål!: Grunnleggende Salgsteknikk for Alle Som Jobber Med Kunder. 3. utg. Universitetsforl; 2016.

9.

Kunøe G. Salg Og Salgsledelse Med CRM-Systemer. ScanForum; 2010.

10.

Jobber D, Lancaster G. *Selling and Sales Management*. 10th ed. Pearson; 2015.
https://ezproxy.library.bi.no/login?url=https://bc.vitalsource.com/tenants/bi_business_school_pearson_bridge/libraries?bookmeta_vbid=9781292078038

11.

Dixon M, Adamson B. *The Challenger Sale: How to Take Control of the Customer Conversation*. Portfolio Penguin; 2013.