

Contents

The Art of War ^{Plus} Strategy for Sales Managers

	Foreword: An Unstoppable Sales Force	9
	Introduction: Strategy as a Process.....	19
1	Analysis	25
	Strategic Sales Position	27
2	Going to War	37
	The Key to Sales Profits.....	39
3	Planning an Attack.....	47
	Your Sales Campaign's Focus.....	49
4	Positioning	57
	Protecting and Advancing.....	59
5	Momentum	67
	Exciting Your Sales Force	69
6	Weakness and Strength	77
	Expansion Opportunities	79
7	Armed Conflict	91
	Company Politics	93
8	Adaptability	103
	Crucial Decisions	105
9	Armed March.....	111
	Outmaneuvering Competitors.....	113
10	Field Position	129
	Guiding Salespeople	131
11	Types of Terrain	145
	Management Challenges	147
12	Attacking with Fire	169
	Competitive Vulnerability	171
13	Using Spies	179
	The Power of Information	181