



# Motivation & Steuerung von Vertriebsbeauftragten (German Edition)

*Andreas Schmale*

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**Motivation & Steuerung von Vertriebsbeauftragten (German Edition)** Andreas Schmale

Studienarbeit aus dem Jahr 2006 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,3, Fachhochschule Aachen, Veranstaltung: Marketing und Vertrieb, 8 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Diese Hausarbeit soll einen Überblick über die Möglichkeiten der Steuerung und Motivation eines Vertriebsbeauftragten geben. Sie soll zeigen, wie notwendig für einen Vertriebsleiter die Überlegung zu einem geeigneten Entlohnungssystem für seine Mitarbeiter ist. Zuvor wird ein genereller Überblick über die Gestaltung von Vertriebsabteilungen in heutigen Unternehmen gegeben.

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