



Herausforderungen im Vertriebsmanagement: Was Controller leisten können (Advanced Controlling) (German Edition)

Jürgen Weber, Christian Krügerke, Andreas Linnenlücke

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Der Vertrieb ist eine der wichtigsten Funktionen im Unternehmen. Ein zunehmend komplexes Marktumfeld mit steigender Transparenz und immer anspruchsvolleren Kunden stellen das Vertriebsmanagement vor schwierige Herausforderungen. Zugleich fordert die Unternehmensführung immer mehr Produktivität und Effizienz. Für Controller ergeben sich daraus neue Handlungsfelder. Sie können mehr noch als bisher das Management proaktiv begleiten und unterstützen. Der vorliegende Band liefert dazu einige Ansätze. Ausgehend von den Aufgaben des Vertriebsmanagements werden die wesentlichen Probleme genannt, mit denen sich Vertriebsmanager häufig konfrontiert sehen. Eine empirische Erhebung gibt Auskunft darüber, in welchem Maße sie bisher von den Controllern profitieren. Die Autoren zeigen zudem, an welchen Stellen eine stärkere Führungsunterstützung sinnvoll wäre und welche besondere Rolle Controller dabei spielen können.

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