

Foreword

It is our pleasure to present this book to everyone who is interested in the subject of sales and customer management. Based upon a comprehensive international study of success factors, our own experiences and numerous projects carried out by the University of St. Gallen and Mercuri International, we have compiled the key issues for real excellence in sales and customer management. In doing so we were not interested in completeness. Our main priority was to offer managers and employees in sales a source of orientation. The main focal issues were thus selected subjectively and in accordance with our own convictions. We are certain that our readers will be able to use our book to identify and implement the correct approaches for themselves and their own company. We wish them every success.

A number of people have contributed to this book. We wish to extend our sincere gratitude to Verlag Gabler and especially Mrs. Barbara Roscher for the confidence displayed in us and their flexible and unfussy collaboration. We thank Mrs. Lea Schlegel from the University of St. Gallen for her administrative support and for coordinating the entire project. And we would like to express our thanks to Prof. Christian Belz of the University of St. Gallen and Rainer Neske of Deutsche Bank for their prefaces.

In addition we would like to thank the consultants and trainers from Mercuri International, everyone who took part in the survey *Excellence in Sales* as well as the many managers with whom we held critical and constructive discussions during projects and seminars. Their commitment laid the foundation for the new, excellent and practical insights we have been able to present.

We hope that you, the reader enjoys this book and finds many helpful ideas in it that are relevant to your own situation. We would be delighted to receive your feedback and would be pleased to discuss any of the issues raised here.

Holger Dannenberg & Dirk Zupancic