

# **Luxury Sales Force Management: Strategies for Winning Over Your Brand Ambassadors**

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# Luxury Sales Force Management: Strategies for Winning Over Your Brand Ambassadors

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The sales team can often make or break the success of new brands or products. This comprehensive guide
provides strategies, models and checklists to help managers and directors strengthen the relationships of their
firm's sales force with their own or other brands, maximizing turnover and profit in the long run.



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