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2. provide stability and continuity in the firm's selling efforts. 3. provide coordination and integration of various activities assigned to different people in the sales force. Issues of sales organization. Span of control, centralization, number of management levels, and line and staff managers.

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Sales Force Management David Jobber is an internationally recognised marketing academic and is Professor of Marketing at the University of Bradford School of Management. Before joining the faculty at the School of Management, he worked in sales and marketing for the TI Group and was Senior Lecturer in Marketing at Huddersfield University.

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