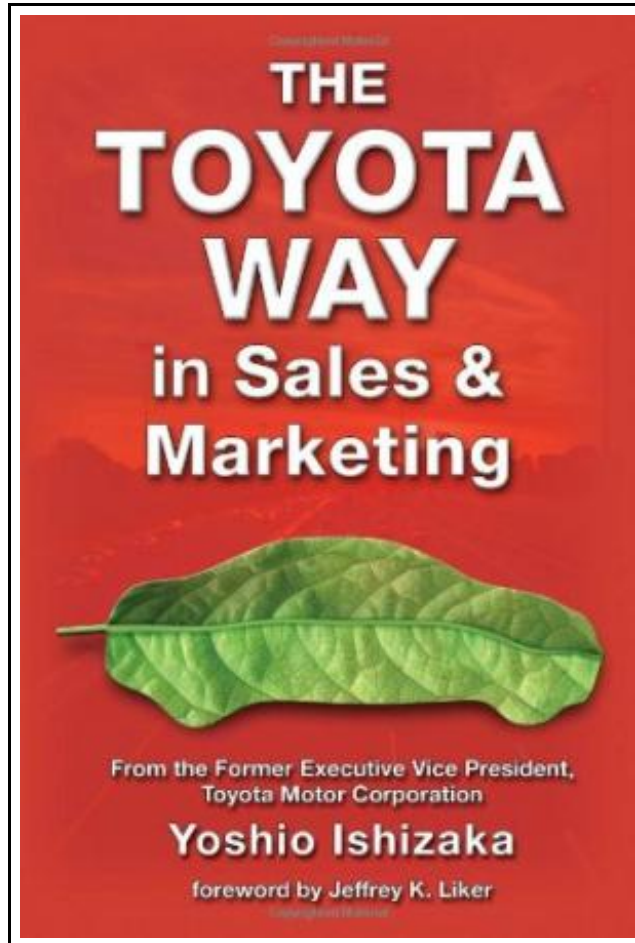


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THE TOYOTA WAY IN SALES AND MARKETING



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Enna Products Corp, 2009. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. The Secretes of Toyotas application of the Toyota Production System in Sales and Marketing is revealed.This book highlights the adaptation of Lean manufacturing principles to a sales organization. It discusses how to use the principles of Lean and Kaizen within the structure and framework of customer service, dealer networks, sales experience concept, and feedback to the manufacturing arm of Toyota.Mr. Ishizaka helped bring Lexus to the United States and led its sales success in America.Many companies are trying to implement Lean in non-traditional environments like service centers, sales organizations, or transactional environments. Mr. Ishizaka provides insight of how to apply Lean operational principles in these dynamic and complicated environments.It is a GROUND BREAKING book that reveals Toyotas Way in Sales and Marketing! "Toyotas strength doesnt come from its production system alone. With this book, I hope people realize that there is also a Toyota Way that strengthens sales!" Fujio Cho, Chairman, Toyota Motor Corporation "Putting customers first is more than a slogan at Toyota. They work hard to ingrain in every engineer, every person in a service parts warehouse, every sales associate who makes contact with customers, and every person building cars that the company exists to serve customers and society." Jeffrey Liker, New York Times Bestselling Author of the Toyota Way.Content of the Book: Includes methods and best practice tools that created the legendary Sales and Marketing Team at Toyota Silver Book: Renowned book of wisdom from Toyota greats. Offsite Meeting: How this informal and candid forum generates dynamic impact. Best Practice Bulletin: The very best practices and solutions from Toyotas operations around the world. Global Knowledge Center: Purpose driven foundation where knowledge is collected and dispersed. Town Hall Meeting: Where...



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