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Team selling is one way to influence sales. Team selling is "a group of people representing the sales department and other functional areas in the firm, such as finance, production, and research and development".

Sales - Wikipedia

A marketing orientation has been defined as a "philosophy of business management." or "a c A firm employing a product orientation is mainly concerned with the quality of its own product.

Marketing - Wikipedia

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Selling the Brand Inside - Harvard Business Review

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