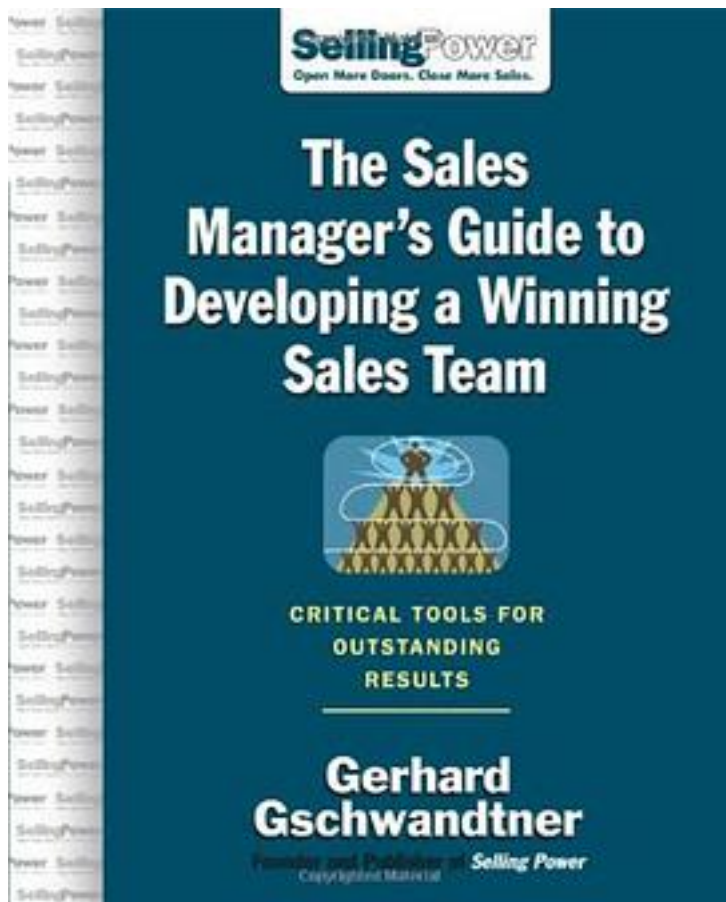


The Sales Manager's Guide to Developing a Winning Sales Team



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Cultivating a winning sales team just got easier for sales managers, thanks to this practical, hands-on guide. It's a tested system you can use to guide your salespeople

on the road to continual improvement. Part I is written in workbook format, providing a six-step method for evaluating team member strengths and weaknesses and making performance evaluations more proactive; this section features specific tools for achieving continuous improvement, such as setting benchmarks and offering incentives. Part II explains the essentials - including prospecting, presentations, cold calling, and more - that managers can share with team members to help them develop crucial team knowledge, skills, and motivation.

作者介绍:

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