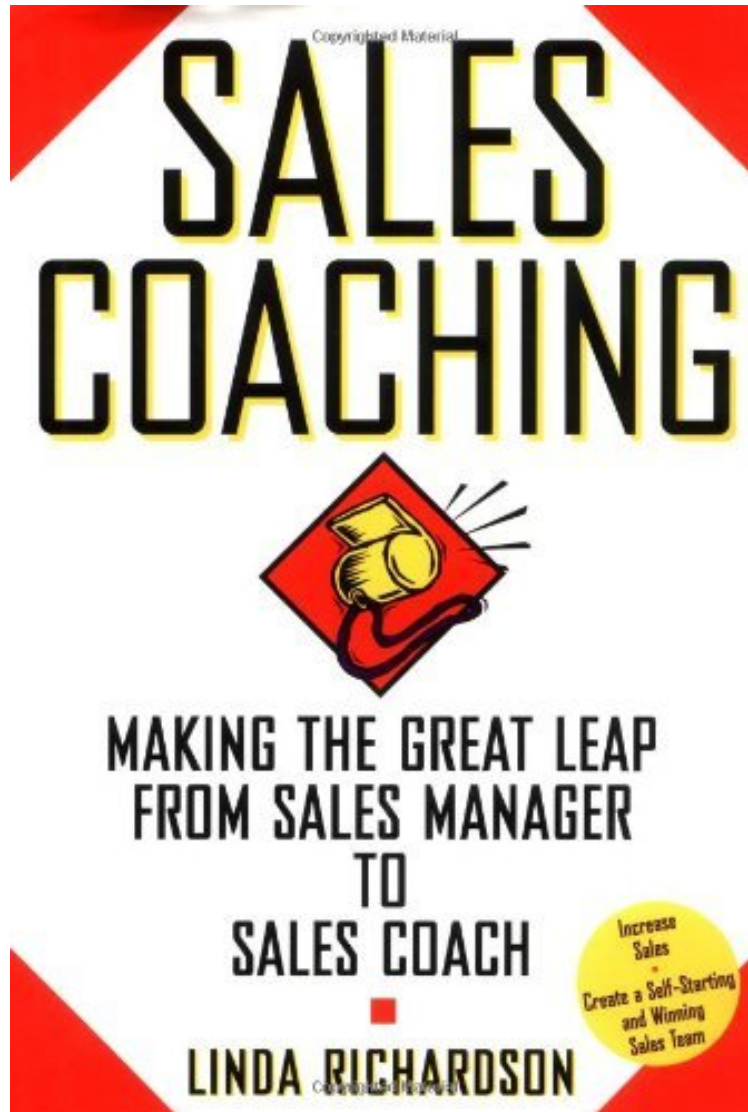


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Sales Coaching: Making the Great Leap from Sales Manager to Sales Coach

Linda Richardson

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me a great Sales Manager with lousy salespeople and I will show you a lousy Sales Manager." Then I tell them to read 'Sales Coaching.' Linda Richardson has constructed the ultimate step-by-step guide in getting managers to reevaluate their priorities and focus their attention on improving the sales staff through effective developmental coaching. The book is easy to read and full of practical tips and coaching models that will make any sales team more productive. Most importantly, unlike many sales management books, this work translates into practical application without the brain damage. Sales Managers should be able to apply these principles immediately. Read this with a highlighter in your hand - and be prepared to transform your sales management approach. 0 of 1 people found the following review helpful. Extremely practical, extremely relevant, very easy to read. By E. SILINSKIENEThis book is a real treasure. I would have been successful by 1000% if I had read this book earlier. The price of this book is such a small investment in comparison what you get from this book. I recommend it a thousand of times! I recommend it for all the leaders no matter if you coach sales teams or teams of other profiles. Thanks the author for such an extremely useful and practical book.

Make the Leap From Manager to Sales Coach Today! Sales coaching is a powerful tool. It can forge partnerships, cement relationships, and multiply sales. It can blast away at hyper-competition. Yet few managers have coaching in their grasp. This book will show you as a sales manager how to: Help each of your salespeople increase effectiveness and productivity Develop questions, listening, and closing skills in your people Motivate your salespeople to stretch beyond their comfort zone Teach your salespeople to self-coach Increase your skill and comfort with giving feedback Turn sales problems into sales revenue Strengthen relationships with your sales team Take sales training out of the training room and put it into everyday sales practice Create a culture that supports team sales Increase the success and fun you have with your salespeople Here is the first book on the coaching process written exclusively for sales managers--a brief, concise primer with the fundamentals, nuances, examples, and tools you need for moving fast from boss to coach.

From the Back Cover Make the Leap From Manager to Sales Coach Today! Sales coaching is a powerful tool. It can forge partnerships, cement relationships, and multiply sales. It can blast away at hyper-competition. Yet few managers have coaching in their grasp. This book will show you as a sales manager how to: Help each of your salespeople increase effectiveness and productivity Develop questions, listening, and closing skills in your people Motivate your salespeople to stretch beyond their comfort zone Teach your salespeople to self-coach Increase your skill and comfort with giving feedback Turn sales problems into sales revenue Strengthen relationships with your sales team Take sales training out of the training room and put it into everyday sales practice Create a culture that supports team sales Increase the success and fun you have with your salespeople Here is the first book on the coaching process written exclusively for sales managers--a brief, concise primer with the fundamentals, nuances, examples, and tools you need for moving fast from boss to coach. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide