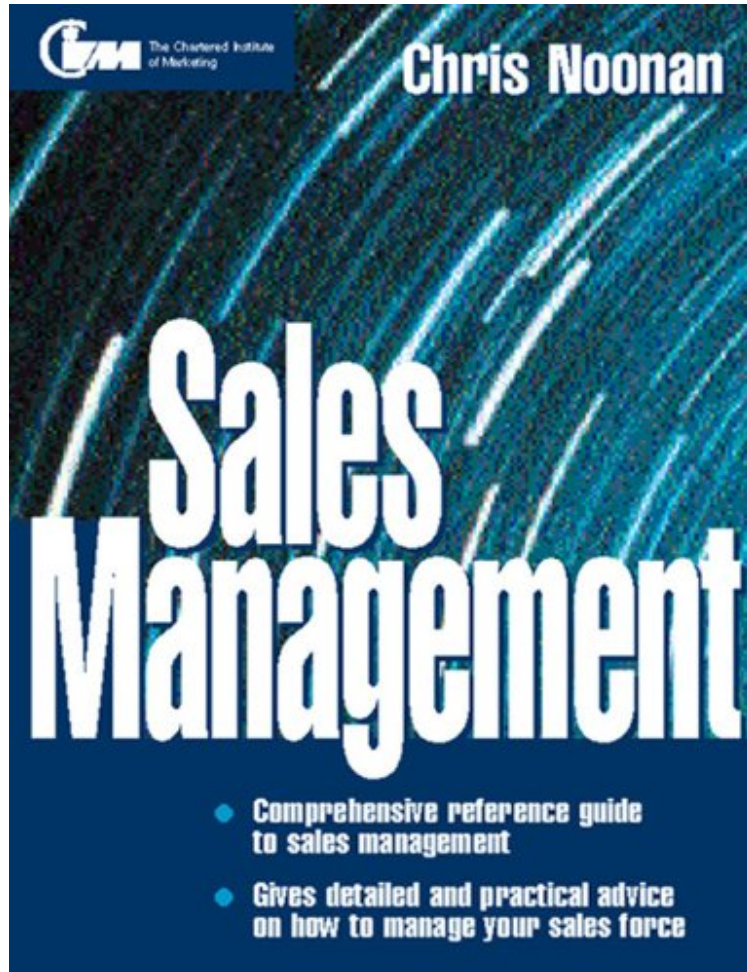


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Chris Noonan : Sales Management (Marketing Series: Practitioner) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sales Management (Marketing Series: Practitioner):

0 of 0 people found the following review helpful. Comprehensive - stands out as one of the best books on sales management. By Customer "Sales Management" by Chris Noonan is a long book that does exactly what it says on the front cover. It is as comprehensive reference guide to sales management and gives detailed, practical advice on how to manage a sales force. This book covers all of the typical subjects of sales management books (forecasting, hiring, training, measurement, motivation, etc.) but does it with fresh insights and without being condescending. For example, in the chapter on motivation, Mr. Noonan doesn't endlessly drone on about Maslow's hierarchy of needs which almost every other sales management book does, or about happiness or job satisfaction. Mr. Noonan discusses performance and coaching for motivation. That motivation comes from the right compensation, strategy, manager/leader and job fit - not charismatic speeches or simply having a "positive attitude." Very compelling reading. Mr. Noonan treats the reader as an equal, he honors your abilities and intellect. Doesn't insult sales managers by teaching them how to dress

or other basic things that you should have learned as a salesperson. Richly illustrated, this book is great from start to finish. There are excellent checklists proving that this book isn't heavy handed theory but intended for use. A practical handbook and reference guide, I wish I had read this book before slogging through so many others. "Sales Management" puts particular emphasis on the integration between sales and marketing, a needed view point. Although published in 1997, I found this book to be as relevant and accurate as any current book on the subject.

Sales Management is a complete and practical handbook for all involved in the field of selling. It is an essential source book, a complete sales management course and a consultant's detailed plan in one volume. The sales manager needs all the skills and qualities of the salesperson in order to get things done by effective management of an often quite diverse team of people. The emphasis in his or her role is on planning, controlling, monitoring, managing and motivating their sales force. Step-by-step, the book provides detailed guidance to the practicalities of organization and management, including selection, training, motivation, communication and control. The author also gives in-depth analysis to such vital topics as forecasting and sales promotions, the use of planning and control forms and alternative sales distribution methods, such as franchising. It will be key reference and reading for every practising sales manager at area manager level and above in large corporations, and the field or local manager in smaller companies with less structured organizations.