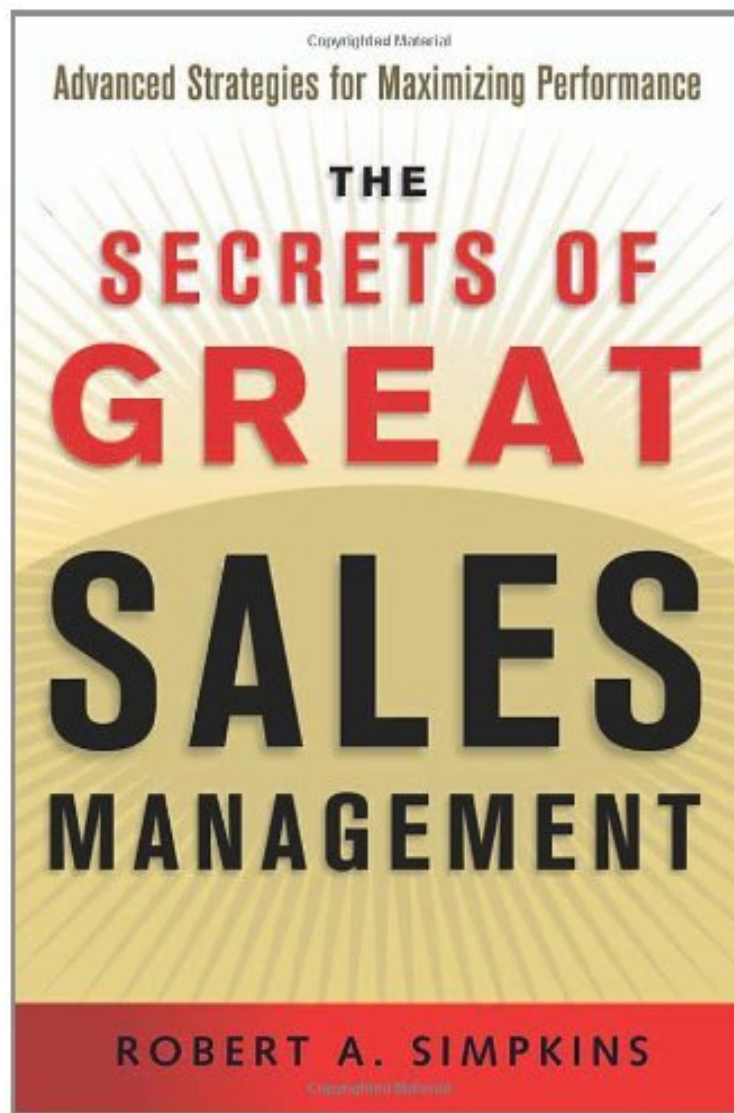


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Secrets of Great Sales Management, The: Advanced Strategies for Maximizing Performance

Robert A. Simpkins

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Robert A. Simpkins : Secrets of Great Sales Management, The: Advanced Strategies for Maximizing Performance before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of Great Sales Management, The: Advanced Strategies for Maximizing Performance:

11 of 11 people found the following review helpful. Covers the topic, easy to work with By Roger E. Herman I was pleased with this book. Sales managers-actual and aspiring-will find a tremendous amount of information in these

pages. And the pages are easy to read. This book is definitely a useful tool. The volume is organized into three sections: Planning, Preparing, and Producing. Topics include a current perspective on the changing world of sales management, setting goals and objectives, communicating expectations to your sales team, and using performance standards in hiring. And this is only the first section! You'll learn about recruiting and hiring, use of technology, compensation, and danger signs to watch for. Measuring and managing performance, coaching and counseling, and a focus on the future are all discussed in a realistic, comprehensive design that is easy to read, absorb, and apply. Strange as it sounds for a book like this, you may find it difficult to put down. Yes, it's that engaging. I found myself turning page after page before I realized how many pages I'd read! And the text is supplemented by two appendices: a leadership growth plan and a checklist for success. There are a lot of books out there on this topic, but this one is worth the investment of your time. Advice: read more than one if you're entering this field. No one has all the answers! This is a great foundation book, covering a lot of topics without going too deep. 0 of 0 people found the following review helpful. definitely a useful tool

By Brain McCarter This book is a straightforward guide with a realistic plan to follow. The author gives you up to date ideas about the quick, ever-changing world of sales management. The amount of information given is abundant. I have made several readings of this book so far. This book has showed me how to compete in today's world successfully, while getting ready for what lies ahead. A great book for anyone thinking about sales management or already engulfed. 2 of 6 people found the following review helpful. Finally, Robert Simpkins's Sales Secrets Strategies in Print

By KAB Robert Simpkins insights have proven invaluable to my organization. His secrets and strategies showed us how to successfully compete in today's complex business world and better prepare for tomorrow's challenges and trends. Whether in print or in person, I'm sold on Robert Simpkins.

The most advanced strategies for tomorrow's sales managers. The new breed of sales manager is expected to lead the sales team in an effort not just to close deals, but contribute to the overall strategic rationale of the organization. The "Secrets of Great Sales Management" gives readers a proven, step-by-step process for keeping pace with the issues currently revolutionizing sales management, as well as managing their own careers.

About the Author Robert A. Simpkins (Falls Church, VA) is founder and President of Global Crosswinds, an international advisory and training firm focusing on the development of sales and marketing professionals. He is a member of the American Management Association faculty team, delivering over sixty sales and marketing seminars a year.