



Superstar Sales Manager s Secrets

By Barry J. Farber

Career Press, United States, 2005. Paperback. Book Condition: New. 2nd Revised edition. 204 x 132 mm. Language: English . Brand New Book. Written expressly for on-the-go sales managers who don t have the time to wade through wordy prose or academic theory, this book is fast-paced and results-oriented. Superstar Sales Manager s Secrets contains scores of easy-to-implement strategies, checklists, and action plans for anyone who s managing a sales team. The book s wisdom is culled from the author s own experience as a top sales manager, as well as feedback from the thousands of managers who have participated in his training programs and seminars. This revised and updated edition is not only a guide to coaching and training sales reps in the skills they need, it s a handbook full of practical tools and motivational strategies to help reps generate activity and get the business. It covers the broad array of skills that every manager -- from the newly appointed to the more experienced -- needs to succeed. It contains valuable information and insights in such areas as hiring and recruiting, effective field coaching skills, running effective sales meetings, and utilizing the most up-to-date technological resources without giving up the...

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