

The Sales Manager's Guide To Developing A Winning Sales Team - Gerhard Gschwandtner

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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. Author: Gschwandtner, Gerhard Publisher: McGraw-Hill Illustration: N Language: ENG Title: The Sales Manager's Guide to Developing A Winning Sales Team Pages: 00220 (MicrosoftReader.lit) / 00220 (Encrypted PDF) On Sale: 2007-05-24 SKU-13/ISBN: 9780071475846 Category: Business & Economics : Sales & Selling - General Category: Computers : Programming Languages - General

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