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Straight to Great: The Sales Manager's Field Guide

By Jeffrie Story

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Language: English . Brand New Book ***** Print on Demand *****. Why don't more of my sales reps meet quota? How can I get them to do what I've already trained them to do? If you've ever asked yourself these questions, STRAIGHT TO GREAT: The Sales Manager's Field Guide has your answers.

Developed from experience in many sales trenches, along with scientific research on behavioral change, Jeffrie Story provides the sales manager insights and practical skills. Story's underlying premise is that we don't own people-but we are renting their behaviors. That means sales managers are responsible for determining what behaviors they want to rent, and for making sure they get those behaviors, all while maintaining a motivated and goal-driven sales force. Sales managers can be the critical link to a company's success. Yet few know the difference between coaching and managing, or when to coach, when to manage, and how to effectively use both. When hired, they're expected to take off running in the right direction with the right skills. And they are usually the last group to get...

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