

More proactive sales management: avoid the mistakes even great sales managers make--and get extraordinary results

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Abstrak

Building on the concrete advice and practical, powerful strategies revealed in its predecessor, *More ProActive Sales Management* provides harried sales managers with a proven method for managing the sales process and their people. Packed with specific, field-tested techniques, this helpful guide focuses on the five primary areas in which mistakes occur: internal team decisions, upward decisions, sales decisions, infrastructure decisions, and decisions regarding the manager himself. Readers will learn how to: regain control of their time, create a proactive sales culture, motivate a sales team, use simple yet powerful metrics, weed out failures quickly, coach and counsel up and down the sales organization, reduce reports to one sheet of paper and 10 minutes a week, forecast more confidently. This book shows sales managers at every level how to manage for great results!