

Managing For Sales Results A Fast Action Guide To

Let's Get Real or Let's Not Play
 Sales Management That Works
 Sell Like a Team: The Blueprint for Building Teams that Win Big at High-Stakes Meetings
 Sales Management for Improved Organizational Competitiveness and Performance
 Emotional Intelligence for Sales Leadership
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 Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance
 You2
 High Performance Sales Organizations
 SPIN® -Selling
 Strategic Sales Leadership
 New Sales. Simplified.
 Sales Force Management
 Sales Management
 Sales Leadership
 A Practical Approach to Sales Management
 The Psychology of Selling
 Sales Management Success
 Performance Management in Retail and the Consumer Goods Industry
 Managing Sales Professionals
 The Sales Boss
 The Challenger Sale
 The Secrets of Great Sales Management
 Emotional Intelligence for Sales Success
 The Complete Guide to Accelerating Sales Force Performance
 Successful Sales Management
 The Mindset of a Sales Warrior
 Scrum for Sales
 ADKAR
 Sales Growth
 People Follow You
 Beyond the Sales Process
 The High-Impact Sales Manager
 Sales Forecasting Management
 Watertight Marketing

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Let's Get Real or Let's Not Play AMACOM/American Management Association

The new way to transform a sales culture with clarity, authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas. No one is happy. Mahan Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- Start new business from scratch in a way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds

Sales Management That Works John Wiley & Sons

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Sell Like a Team: The Blueprint for Building Teams that Win Big at High-Stakes Meetings Prosci

The lifeblood of your business is a constant flow of new accounts. . .no matter how much repeat business you get from loyal customers. Packed with tested strategies and anecdotes, *New Sales. Simplified.* offers a proven formula for prospecting, developing, and closing deals. With refreshing honesty and some much-needed humor, sales expert Mike Weinberg examines the critical mistakes made by most salespeople and executives, then provides tips to help you achieve the opposite results. In *New*

Sales. Simplified., you will learn how to: Identify a strategic list of genuine prospects Draft a compelling, customer focused "sales story" Perfect the proactive telephone call to get face to face with more prospects Use email, voicemail, and social media to your advantage Prepare for and structure a winning sales call Make time in your calendar for business development activities *New Sales. Simplified.* is about overcoming and even preventing buyers' anti salesperson reflex by establishing trust. This book will help you choose the right targets and build a winning plan to pursue them. Named by Hubpot as a Top 20 Sales Book of All Time, this easy-to-follow guide will remove the mystery surrounding prospecting and have you ramping up for new business.

Sales Management for Improved Organizational Competitiveness and Performance Irwin Professional Publishing

The best way to get ahead in sales is by developing the critical soft skills that will enable you not just survive but thrive. Chronic complainers, no accountability finger-pointers, or learning-resistant laggards—these culture-killers costs sales organizations more in productivity than being weak in the so-called hard skills of selling. Sales leadership expert Colleen Stanley shows how emotional intelligence and the development of these critical soft skills improve sales leadership effectiveness and outperforms doubling down on more sales technology tools and fads. In *Emotional Intelligence for Sales Leadership*, Colleen provides sales secrets that: Shows sales leaders why 'real world' empathy and emotion management are the key to building strong relationships with their sales team. Offers simple steps on how sales leaders create sales cultures that embrace feedback and change through the development of critical emotional intelligence skills. Provides guidance on how to identify key emotional intelligence skills needed in your hiring process to build resilient sales teams. Walks readers through the process of training sales teams on soft skills that ensure the consistent execution of the right selling behaviors. The missing link is in hiring for and developing emotional intelligence skills in sellers and sales leaders. *Emotional Intelligence for Sales Leadership* will connect with anyone charged with growing sales in business-to-business or business-to-consumer sales.

Emotional Intelligence for Sales Leadership SAGE

A "how-to" guide to boosting sales through predictive and prescriptive analytics *Data Driven* is a uniquely practical guide to increasing sales success, using the power of data analytics. Written by one of the world's leading authorities on the topic, this book shows you how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization. Engaging and informative, this book tells the story

of a newly hired sales chief under intense pressure to deliver higher performance from her team, and how data analytics becomes the ultimate driver behind the sales function turnaround. Each chapter features insightful commentary and practical notes on the points the story raises, and one entire chapter is devoted solely to laying out the Prescriptive Action Model step-by-step giving you the actionable guidance you need to put it into action in your own organization. Predictive and prescriptive analytics is poised to change corporate sales, and companies that fail to adapt to the new realities and adopt the new practices will be left behind. This book explains why the Prescriptive Action Model is the key corporate sales weapon of the 21st Century, and how you can implement this dynamic new resource to bring value to your business. Exploit one of the last remaining sources of competitive advantage Re-engineer the sales function to optimize success rates Implement a more effective analytics model to drive efficient change Boost operational effectiveness and decision making with big data There are fewer competitive edges to gain than ever before. The only thing that's left is to execute business with maximum efficiency and make the smartest business decisions possible. Predictive analytics is the essential method behind this new standard, and *Data Driven* is the practical guide to complete, efficient implementation.

Sales Management. Simplified. John Wiley & Sons

Even skilled salespeople buckle in tough selling situations—getting defensive with prospects who challenge them on price or too quickly caving to discount pressure. These fight-or-flight responses are something salespeople learn to avoid when building their emotional intelligence. Sales trainer and expert Colleen Stanley cites studies that show how emotional intelligence (EI) is a strong indicator of sales success—and offers tips on how you can sharpen your skills and expand your emotional toolkit. Increasing your emotional intelligence is a sure way to overcome tough selling encounters. In *Emotional Intelligence for Sales Success*, you'll learn: how to increase impulse control for better questioning and listening, which EI skills are related to likability and trust, how empathy leads to bigger sales conversations and more effective solutions, how emotional intelligence can improve prospecting efforts which EI skills are most common among top sales producers, and much more. Customers can get product information and price comparisons online. The true differentiator between you and a bot is your ability to deftly solve problems and build relationships. Emotional intelligence plays a vital role at every stage of the sales process. From business development to closing the deal, emotional intelligence will drive your performance—and your success. ***Data Driven*** McGraw Hill Professional

"Overworked and under-supported front line sales managers are desperately looking for resources to improve their performance. This book was written for sales managers who understand the need to develop themselves. They have figured out that they must take charge of their own success."--P. [4] of Cover.

Managing for Sales Results John Wiley & Sons

Understanding customer expectations and how they are changing is vital to developing sales strategies that will succeed in today's complex marketplace. Based on research studies conducted by Learning International, a worldwide leader in sales and service training, this book provides insights into the principles and practices used by some of the world's leading sales organizations.

Critical Selling Texere

"Fortune teller. Psychologist. Financial analyst. These are just a few of the roles sales managers must play while making sure the sales team has what it needs to close deals. In an economic landscape where business strategies shift almost daily, it's all a sales manager can do to keep abreast of new developments. "The Secrets of Great Sales Management" shows sales managers how to work in concert with changing corporate goals without sacrificing the exceptional results they were hired to achieve. This powerful book gives readers practical strategies to: * clarify short-, medium-, and long-term goals * create and communicate team objectives * establish new performance standards and measurements * improve development and training initiatives * build compensation plans that drive stated objectives * create career development plans for team members By helping sales managers build stronger connections between front-line strategies and boardroom expectations, "The Secrets of Great Sales Management" will help readers ensure both organizational and individual success."

Smart Sales Manager AMACOM

This book offers essential insights into various management concepts for retail and consumer packaged goods companies. Addressing a range of topics in the field of performance management, it presents concepts for management control, management reporting, planning & forecasting, as well as digitization-related aspects. The contributing authors share valuable lessons learned from real-world consulting projects and present innovative approaches to successful and effective management control at retail and consumer packaged goods companies.

52 Sales Management Tips: The Sales Managers' Success Guide John Wiley & Sons

Boost sales results by zeroing in on the metrics that matter most "Sales may be an art, but sales management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success." —Arthur Dorfman, National Vice President, SAP "Cracking the Sales Management Code is a must-read for anyone who wants to bring his or her sales management team into the 21st century." —Mike Nathe, Senior Vice President, Essilor Laboratories of America "The authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives. Real control is derived from clear direction to the field—and this book tells how do to that in an easy-to-understand, actionable manner." —Michael R. Jenkins, Signature Client Vice President, AT&T Global Enterprise Solutions "There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn't see the difference. This book is invaluable because it reveals the manageable activities that actually drive sales results." —John Davis, Vice President, St. Jude Medical "Cracking the Sales Management Code is one of the most important resources available on effective sales management. . . . It should be required reading for every sales leader." —Bob Kelly, Chairman, The Sales Management Association "A must-read for managers who want to have a greater impact on sales force performance." —James Lattin, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University "This book offers a solution to close the gap between sales processes and business results. It shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great!" —Anita Abjornson, Sales Management Effectiveness, Abbott Laboratories About the Book: There are literally thousands of books on selling, coaching, and leadership, but what about the particulars of managing a sales force? Where are the frameworks, metrics, and best practices to help you succeed? Based on extensive research into how world-class companies measure and manage their sales forces, Cracking the Sales Management Code is the first operating manual for sales management. In it you will discover: The five critical processes that drive sales performance How to choose the right processes for your own team The three levels of sales metrics you must collect Which metrics you can "manage" and which ones you can't How to prioritize conflicting

sales objectives How to align seller activities with business results How to use CRM to improve the impact of coaching As Neil Rackham writes in the foreword: "There's an acute shortage of good books on the specifics of sales management. Cracking the Sales Management Code is about the practical specifics of sales management in the new era, and it fills a void." Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year. Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance Financial Times/Prentice Hall While there are numerous cookbook approaches to sales management, very little is available on training executive sales managers how to think and manage their sales teams strategically. Until now. Drawing from the experiences and research of its team of sales powerhouses, Strategic Sales Leadership delivers an action-oriented approach to improving sales organization results. Succinct and accessible, this breakthrough book helps sales executives candidly assess their existing situation and identify the critical issues, as well as integrates relevant sales research and best practices from the illustrious author team. Ultimately, the book equips sales executives with the tools to develop an effective action plan to improve sales organization results.

You2 AMACOM/American Management Association

Josiane Feigon, author and pioneer of the inside sales community, recognizes that the pressure to produce can be crushing, but the guidance provided thus far has been minimal. With the explosion of social media, as well as the increasing dependence on digital communications, the need for businesses to shift their focus from field sales to inside sales is growing exponentially today. Businesses now rely on inside sales to generate up to 50 percent of their revenue! The burgeoning demand for inside sales leaders means that the industry's top reps are being promoted and transitioned even if they are unprepared for management in the Sales 2.0 that is taking over the field. In *Smart Sales Manager*, she shows you how they can lead their inside sales squads to success—from hiring and motivating to training, coaching, and more, including: Customer 2.0: Selling to the new elusive buyer Tools 2.0: Choosing the best sales productivity and intelligence tools for their team Talent 2.0: Hiring, training, and retaining inside sales superheroes Manager's cheat sheets: Motivational strategies to salvage deals, engage employees, and boost managerial clout The ability to successfully train your sales teams in social selling, digital communications, and disruptive content creation is vital in today's sales environment. Complete with real-life examples and smart sales strategies, *Smart Sales Manager* will bring managers up to speed fast.

High Performance Sales Organizations Bloomsbury Publishing

Build a championship sales team that prepares, practices, and plays in sync—and closes every deal Gone are the days of meeting a client for lunch, chatting about your product, and closing the sale over dessert. Buyers today look very differently from those of the past. They make networked purchasing decisions by committee, with diverse roles, interests and backgrounds. With access to more information and a greater ability to share it, they demand value, access and alignment from their counterparties. Sales is now a team sport, and to win you have to build and manage selling squads that work in complete alignment—not just during client meetings, but before and after, as well. In *Sell Like a Team*, Michael Dalis, a senior consultant at the legendary sales training firm, The Richardson Company, guides you through the process of creating and managing selling squads that execute and win in every sales meeting or pitch. Winning selling squads are fueled by trust. There is an effective leader and every member knows his or her role. They plan, practice and make adjustments together. During customer meetings, they execute as a unit. And afterward, they debrief together so they can advance the sale, replicate the high points and eliminate the low ones in future meetings. In today's competitive market, the difference between the winner and all the others is a lean at the tape. There's a world of difference between teams that are qualified and those that win. This groundbreaking guide provides everything you need to create and organize selling squads that win more and win big.

SPIN® -Selling AMACOM

"Every firm's sales force combines the distinctive personalities of its members with the complex issues of size, pay structure, incentives, performance evaluation, and effective uses of new technology. And while underrepresented in most marketing texts, the success of the sales force is a major component in the overall

success of most companies. The Complete Guide to Accelerating Sales Force Performance develops an effective, innovative framework for evaluating and improving the performance of any sales force. This book identifies and describes the key factors for creating a fast-track, go-to-market strategy. It's loaded with proven ideas for improving such ""success drivers"" as: culture * sales force structure * hiring * sales manager selection * training * compensation * technology * sales territory design * goal setting * performance management. Packed with valuable insights and real-life examples, this guide is an excellent source of practical ideas for sales and marketing managers in all industries."

Strategic Sales Leadership Penguin UK

THE INTERNATIONAL BESTSELLER: OVER HALF A MILLION COPIES SOLD In *The Challenger Sale*, Matthew Dixon and Brent Adamson share the secret to sales success: don't just build relationships with customers. Challenge them What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships - and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. Matthew Dixon, Brent Adamson, and their colleagues at CEB have studied the performance of thousands of sales reps worldwide. And what they discovered may be the biggest shock to conventional sales wisdom in decades. The *Challenger Sale* argues that classic relationship-building is the wrong approach. Every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average performance, only one - the Challenger - delivers consistently high performance. Instead of bludgeoning customers with facts and features, Challengers approach customers with insights about how they can save or make money. They tailor their message to the customer's specific needs. They are assertive, pushing back when necessary and taking control of the sale. Any sales rep, once equipped with the right tools, can drive higher levels of customer loyalty and, ultimately, greater growth. Matthew Dixon and Brent Adamson are managing directors with CEB's Sales Executive Council in Washington, D.C. www.executiveboard.com www.thechallengersale.com

New Sales. Simplified. AMACOM

The Mindset of a Sales Warrior encompasses Jason Forrest's 40 years of learning and experience. Through 42 transformational strategies you'll learn the beliefs of how you can become a true sales warrior. Each life changing strategy comes with real world application and dives into what it means to think, act, and sell like the top 1%.

Sales Force Management Sales Readiness Group

This book looks at various methods for recruiting salespeople, from the traditional to the radical, and shows you how to make the smartest, most profitable hiring decisions for your team. It argues that sales managers should put more emphases on coaching and recruiting, making it a priority for your sales organization. With the right recruiting and training strategies, you can find a constant stream of qualified candidates and beat your competitors to the best sales prospects.

Sales Management Routledge

Managing a sales team is one of the most important and challenging positions in a company, and it requires a unique set of skills. Unfortunately, many sales managers spend much of their day putting out fires, and moving from problem to problem. Their days consist of an overwhelming number of activities including respond to urgent request from their bosses, resolving customer issues and complaints, and dealing with disgruntled employees. In addition, they find themselves sitting in meetings that run way too long, and submitting countless sales forecasts to satisfy upper management. As a result, sales managers get caught up in a daily grind and end their work week exhausted and feeling like they have little control over their destiny. In *The High-Impact Sales Manager*, you'll learn how to transcend the daily grind and unlock the full potential of your sales team. This includes learning to: • Hire the best people and hold them accountable • Manage sales performance by focusing on the underlying behaviors that drive performance • Consistently produce accurate sales forecasts • Provide personalized sales coaching that results in better skills and higher win rates • Motivate and inspire your team to greatness Most importantly, *The High-Impact Sales Manager* will leave you feeling confident and enthusiastic in your ability to lead and empower your team to achieve unparalleled success.

Sales Leadership HarperCollins Leadership

Double and triple your sales--in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.