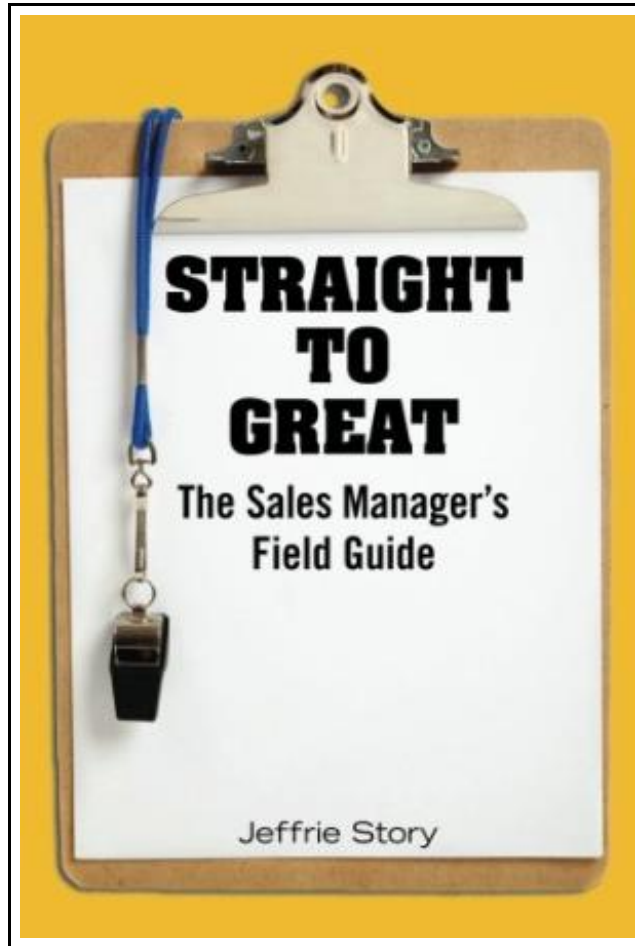


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STRAIGHT TO GREAT: THE SALES MANAGER S FIELD GUIDE



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Booksurge Publishing, United States, 2011. Paperback. Book Condition: New. 228 x 152 mm. 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 trained on how to perform their jobs. STRAIGHT TO GREAT fills that void and is ROI-driven, with practical applications on where and how to make the best time investment for changing sales reps behaviors. Story stays in the real world of the manager s job and includes a Managing Action and Change Kit (the Big MACK) to guide managers in strategy, tactics, and behavioral change. They ll no longer need to ask, Why don t reps sell more? They ll know why, and they ll know what to do about it.



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