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My two primary goals in writing Sales Management. Simplified. are to bluntly share the reasons so few sales organizations today exhibit these characteristics and to offer a simple, actionable framework that senior executives and sales managers can adopt to create dramatic and lasting sales performance improvement." (From the Introduction)

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Sales management has three clear categories. Sales leadership and culture ; Talent management ; Sales process ; 1 on 1 every week. Start off with numbers every single time and be results focused. Talk about sales for the week, sales versus quota, rank among sales people. Review ...

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Management. Simplified. provides the framework to
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Because managing sales doesn't have to be so complicated. Why do sales organizations fall short? Every day expert consultants like Mike Weinberg are called on by companies large and small to find the answer—and it's one that may surprise you.

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...

In Sales Management. Simplified. Weinberg tells it straight, calling out the problems plaguing sales forces and the costly mistakes made by even the best-intentioned sales managers.

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The good news: with the right guidance, results can be transformed. Blending blunt, practical advice with funny stories from the field, this book helps you:

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"Sales Management. Simplified. is a valuable road map to profitably grow sales. Starting with creating the right sales culture, we are implementing Mike Weinberg's three clear principles of sales management to help us become the dominant leader in heavy-duty trucks." --Stephen Roy, President, Mack Trucks, NA--This text refers to the hardcover edition.

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SALES MANAGEMENT SIMPLIFIED. THE STRAIGHT TRUTH ABOUT GETTING EXCEPTIONAL RESULTS FROM YOUR SALES TEAM MIKE WEINBERG AMACOM AMERICAN MANAGEMENT ASSOCIATION New York • Atlanta Brüssels • Chicago Mexico City • San Francisco Shanghai • Tokyo • Toronto • Washington, D.C.

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