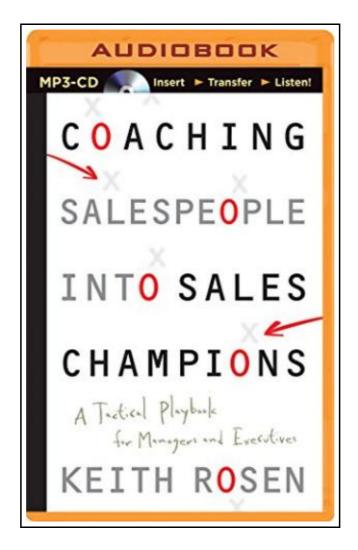
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COACHING SALESPEOPLE INTO SALES CHAMPIONS: A TACTICAL PLAYBOOK FOR MANAGERS AND EXECUTIVES



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BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 188 x 142 mm. Language: English . Brand New. Technology has not only changed the way companies sell but also the way managers build and develop their team. With a savvy, younger generation to manage and fewer resources to do so, managers have less face time with their staff. As more companies transition to a virtual team environment, it s essential for managers to learn how to quickly and efficiently coach, develop, motivate, and retain their people at a distance, over the telephone, and via the Internet. Today s sales managers may know how to sell, but most don t know how to effectively develop their salespeople. Even with the right knowledge and resources, they re usually too bogged down in daily challenges, deadlines, and personal responsibilities to get it all done. As a result, advancing their salespeople takes a backseat to more immediate problems, keeping sales teams mired in mediocrity. Coaching Salespeople into Sales Champions is an essential playbook that you can reference daily to develop your own executive sales coaching skills, the missing discipline among today s leaders. Using a tactical coaching system that is easy to deploy on a consistent basis, this audiobook shows you how to realize the potential of your sales team and retain your top performers.Packed with real case studies, a 30-Day Turnaround Strategy, coaching templates, and a library of powerful coaching questions, this is the ultimate practical sales coaching resource for sales managers, executives, and business owners. Tap into the experience of a master coach and discover how you can: Turn underperformers into super-overachievers fast Attract and retain top sales talent by developing your own internal coaching program Coach your salespeople to become self-motivated through the Art of Enrollment Handle difficult salespeople and determine...

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