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Nota di contenuto

Cover; Title Page; Copyright Page; Table of Contents; Acknowledgments; Chapter 1. Transitioning to Sales Management: New Responsibilities and Expectations; Going from "Selling" to "Managing"; Understanding the Current Sales Culture; Understanding who is on the Current Team; The Challenges of Being on Two Teams at Once; Embracing Change; The Big Picture-Short- and Long-Term; What's Next?; Chapter 2. It's All About Communication; Listening Skills; The Theory Behind Communication Styles; The Origins of DISC Theory; The Four-Quadrant System; How Roles and Situations Affect your Style Working with People with Different StylesStrategies for Improving Communications; Running an Effective Meeting; Presentation Skills; Chapter 3. Sales Planning: Setting the Direction for the Sales Team; Aligning the Corporate Strategy with the Sales Team; Where Sales Fits in the Corporate Structure; The Customer-Centric Organization; Marketing's Relationship to Sales; Creating a Plan; Characteristics of a Good Plan; Continuous Planning; Assessing the Business; Chapter 4. Time Management, Territory Planning, and Sales Forecasting; Time Management; The Art of Delegating; Sales Territory Planning Chapter 5. Recruiting, Interviewing, and Hiring the Very BestEnhancing your Current Team; Developing Specific Criteria for the Selection Process; Optimal Sources for Recruiting; The Number one Rule in Recruiting: Constantly Recruit; Ensuring a Positive Interview Process; The Written Offer; Firing is Inevitable; Chapter 6. Building the Environment for Motivation: Compensation Plans, Recognition, and Rewards; Classical Motivation Theory; Sales Compensation and Incentives Planning; Benefits and the Total Compensation Package; Nonfinancial Incentives-Rewards and Recognition Chapter 7. Training, Coaching, and Counseling: When and how to Apply EachMethods of Training Based on Learning Styles; The Core Concepts of Reinforcement; The Development of Winners; Coaching and Counseling; Goal-Setting Sessions; Chapter 8. Stepping up to be a True Leader; The Characteristics of a Team; Matching your Team with your Customer's Team; The Evolution of a Team; Time to Lead; Index

Sommario/riassunto

Easy-to-understand and filled with realistic examples and immediately usable strategies, Fundamentals of Sales Management for the Newly Appointed Sales Manager helps you understand what it takes to be a great sales manager, allowing you to avoid many of the common first-time sales management mistakes, and be successful right out of the gate. Dispensing with dry theory, the book helps you understand your new role in the organization, and how to thrive simultaneously as both a member of the management team, and as a team leader.
