

1. Record Nr.	UNINA9910449738903321
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Titolo	Effective sales management [[electronic resource]] : how to build a winning sales team // Tom Johnson
Pubbl/distr/stampa	Los Altos, Calif., : Crisp, c1990
ISBN	1-4175-2436-7
Descrizione fisica	1 online resource (94 p.)
Soggetti	Sales management Selling Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	<p>""TITLE""; ""COPYRIGHT""; ""ABOUT THE AUTHOR""; ""ABOUT THE SERIES""; ""TABLE OF CONTENTS""; ""SECTION I What Sales Management Is All About""; ""SETTING YOUR OBJECTIVES""; ""TEN QUALITIES OF A WINNING SALES MANAGER""; ""SELF-TEST: BECOMING A SALES MANAGER""; ""WHAT SUCCESSFUL SALES MANAGERS DO""; ""WHAT SUCCESSFUL SALES MANAGERS DONa€™T DO""; ""TIME MANAGEMENT""; ""AM I RIGHT FOR SALES MANAGEMENT?""; ""SELF-ASSESSMENT: SALES MANAGEMENT SKILLS""; ""SECTION II Recruiting""; ""BEGINNING YOUR SEARCH""; ""SELECTING YOUR SALES TEAM: EXERCISE""; ""CONDUCTING THE INTERVIEW""</p> <p>""EVALUATING CANDIDATES""""HIRING AND THE LAW""; ""MAKING THE HIRING DECISION""; ""MAKING THE OFFER""; ""CASE STUDY #1 THE TURNOVER DILEMMA""; ""CHECKING REFERENCES""; ""SECTION III Training""; ""GETTING OFF TO A GOOD START""; ""PUTTING YOUR TRAINING PLAN TOGETHER""; ""KEYS TO TRAINING SALESPEOPLE""; ""A TWO DAY TRAINING PROGRAM""; ""EXERCISE: TRAINING SALESPEOPLE""; ""RATE YOURSELF AS A SALES TRAINER""; ""TRAINING NEVER ENDS""; ""SECTION IV Motivating and Managing Salespeople""; ""POSITIVE MOTIVATION""; ""SET A GOOD EXAMPLE""; ""CONCENTRATE ON PRODUCTIVITY""; ""PROSPECTING""; ""CLOSING""</p> <p>""HOW TO SUSTAIN HIGH PERFORMANCE""""SALES MANAGERa€™S TROUBLESHOOTING GUIDE""; ""SELF ASSESSMENT""; ""FOSTERING A HIGH</p>

PRODUCTIVITY ENVIRONMENT"; "QUOTAS AND INCENTIVESa€?1";
"QUOTAS AND INCENTIVESa€?2"; "SECTION V Evaluating Your Sales
Team"; "COMMUNICATION"; "HOW TO CONDUCT A PERFORMANCE
APPRAISAL"; "A PERFORMANCE APPRAISAL CHECK LIST FOR
MANAGERS"; "I PERSONAL PREPARATION"; "II CONDUCTING THE
APPRAISAL DISCUSSION"; "III CLOSING THE DISCUSSION"; "IV POST-
APPRAISAL FOLLOW UP"; "FOLLOWING UPa€?THREE SUGGESTIONS";
"TWO KEYS TO SUPERIOR PERFORMANCE"
"RECOGNIZING AND ADDRESSING PROBLEMS""COMPENSATION
GUIDELINES"; "Cash"; "Non cash"; "Incentives"; "Rewarding
Veteransa€?a Special Case"; "CORRECTING/ADJUSTING
COMPENSATION"; "Mistakes:"; "TERMINATIONS"; "SECTION VI Some
Final Thoughts"; "SOME FINAL THOUGHTS"; "MOVING FROM
SUCCEED TO EXCEL"; "YOUR ATTITUDE CAN MOVE YOU TO
GREATNESS"; "VOICE OF EXPERIENCE"; "REWARDS FOR TOP
ACHIEVERS"; "SELF-ASSESSMENT:"; "DEVELOP A PERSONAL ACTION
PLAN"; "GROWING AS A SALES MANAGER"; "THE PERFECT SALES
MANAGER"
