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Chapter 5. Recruiting, Interviewing, and Hiring the Very Best Enhancing 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 Each Methods 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.
