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SUMMARY; Chapter 4: Training Your Sales Organization to Produce Superior Results Consistently; WHEN SHOULD YOU TRAIN?; CREATING AND MANAGING YOUR TRAINING PROGRAM
SIX STEPS TO AN EFFECTIVE, RESULTS-ORIENTED TRAINING PROGRAM
SUMMARY; Chapter 5: How to Run Sales Meetings that Matter; THE ESSENTIAL INGREDIENT IN EVERY SALES MEETING; WHAT'S THE PROBLEM WITH MEETINGS?; THE NINE-STEP CHECKLIST TO HOLDING GREAT SALES MEETINGS; HOW TO DELIVER AN EFFECTIVE PRESENTATION; TELECONFERENCES AND WEB-BASED CONFERENCES; YOUR DEFINING MOMENT AS A SALES MANAGER; SALES MEETING CHECKLIST; SUMMARY; Chapter 6: Motivating and Counseling Your Sales Force; TRY THIS CASE EXERCISE; EIGHT STEPS TO A MOTIVATED SALES ORGANIZATION; A MANAGER'S DUTY WHEN A STRONG SALESPERSON SLUMPS
SALES CONTESTS AND INCENTIVES
WHAT REALLY MOTIVATES YOUR SALESPEOPLE?; SUMMARY; Chapter 7: Handling Terminations Easier and Better; WHEN IT'S TIME TO LET GO...; WHAT IF IT'S JUST A PLATEAU?; WHEN YOU HAVE NO OTHER CHOICE; THE STRATEGIC TERMINATION AND ELEMENTS OF THE EXIT INTERVIEW; MAKING A PREEMPTIVE STRIKE; SUMMARY; In Conclusion

Sommario/riassunto

This book looks at various methods for recruiting salespeople, from the traditional to the radical, and shows you how to make the smartest, most profitable hiring decisions for your team. It argues that sales managers should put more emphases on coaching and recruiting, making it a priority for your sales organization. With the right recruiting and training strategies, you can find a constant stream of qualified candidates and beat your competitors to the best sales prospects.
