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Sales Management. Simplified: The Straight Truth About Getting Exceptional Results From Your Sales Team

THE STRAIGHT TRUTH ABOUT
GETTING EXCEPTIONAL
RESULTS FROM YOUR
SALES TEAM

SALES
MANAGEMENT.
SIMPLIFIED.

MIKE WEINBERG

AUTHOR OF NEW SALES, SIMPLIFIED.

FOREWORD by Les Blount, CEO of Sales Gravy and author of Proper Follow Up



Synopsis

Because managing sales doesn't have to be so complicated. Why do sales organizations fall short? Every day expert consultants like Mike Weinberg are called on by companies large and small to find the answer - and it's one that may surprise you. Typically the issue lies not with the sales team - but with how it is being led. Through their attitude and actions, senior executives and sales managers unknowingly undermine performance. In *Sales Management. Simplified.* Weinberg tells it straight, calling out the problems plaguing sales forces and the costly mistakes made by even the best-intentioned sales managers. The good news: With the right guidance, results can be transformed. Blending blunt, practical advice with funny stories from the field, this book helps you:

- Implement a simple framework for sales leadership
- Foster a healthy, high-performance sales culture
- Conduct productive meetings
- Create a killer compensation plan
- Put the right people in the right roles
- Coach for success
- Retain top producers and remediate underperformers
- Point salespeople at the proper targets
- Sharpen your sales story
- Regain control of your calendar
- And more

Long on solutions and short on platitudes, *Sales Management. Simplified.* delivers the tools you need to succeed.

Book Information

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Customer Reviews

First my summary, then a few comments about the book:

1. Build a high-performance culture with:
 - a. Strong sense of purpose
 - b. Accountability for results relative to goals
 - c. Variable compensation that is truly earned
 - d. Energy/Celebration
 - e. Peer pressure and direct feedback
2. Manage your talent

(4Rs) a. Right people in the right roles: Specialize your team into dedicated hunters, farmers (account managers), and sales managers b. Retain top producers: training, tools, and recognition c. Remediate or replace underperformers d. Recruit by spending dedicated time on referrals and asking for specific during interviews, including: (i) details of a successful past deal & (ii) how they plan to approach the job³. Lead productive sales team meetings covering: a. Sales results & outstanding individual/team performance b. Success stories c. Best practices d. Deal strategy brainstorming e. Training (esp. with role play) f. Business plan reviews covering: goals, strategies, proposed actions, expected obstacles, and professional development g. At the conclusion, have people share their biggest take-away⁴. Coach and mentor salespeople by: a. Conducting regular, results focused 1:1 meetings by examining (IN ORDER!) i. Results relative to quota ii. Pipeline (movement of existing opportunities; new opportunities added) iii. Activity b. Removing real obstacles (though beware of excuses) c. Spending time in the field (or in side-by-sides for inside sales) covering: i. Pre-call planning (names, personalities, & meeting expectations of prospects; call flow; expected challenges; primary meeting goal) ii.

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