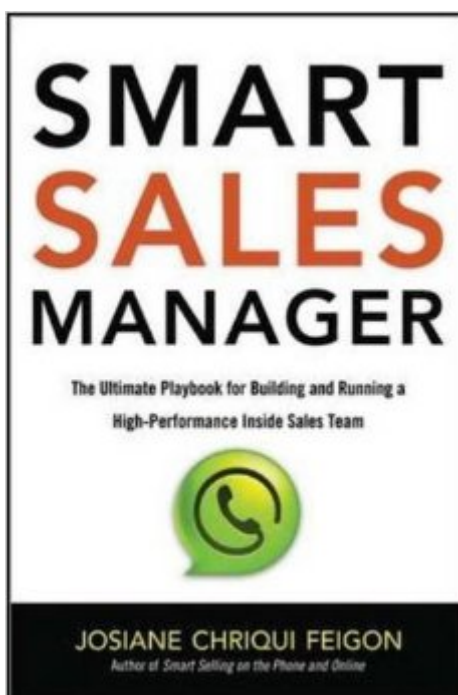


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# Smart Sales Manager: The Ultimate Playbook For Building And Running A High-Performance Inside Sales Team



## Synopsis

"... critical, relevant, and practical guidance for coaching and developing high performance teams."  
â•Stacy Erb, Director Inside Sales, Apple Inc. Inside sales is overtaking field sales - and driving profits! Businesses now rely on it to generate up to 50 per cent of their revenue. The exploding demand for inside sales leaders means that top reps are being promoted even if they are unprepared for management. Despite their expertise with traditional techniques, many don't "get" the new world of Sales 2.0. They don't know how to train their teams in social selling, digital communications, and disruptive content creation, skills that are absolutely vital in today's sales environment. The pressure to produce can be crushing, but the guidance provided has been minimal ...until now. Smart Sales Manager shows readers how they can lead their inside sales squads to success - from hiring and motivating to training, coaching, and more, including: Customer 2.0: Selling to the new elusive buyer; Tools 2.0: Choosing the best sales productivity and intelligence tools for their team; Talent 2.0: Hiring, training, and retaining inside sales superheroes; and Manager's cheat sheets: Motivational strategies to salvage deals, engage employees, and boost managerial clout. Complete with real-life examples and smart sales strategies, this indispensable resource will bring managers up to speed fast.

## Book Information

Hardcover: 272 pages

Publisher: AMACOM (July 9, 2013)

Language: English

ISBN-10: 0814432832

ISBN-13: 978-0814432839

Product Dimensions: 9.3 x 6.2 x 1 inches

Shipping Weight: 1.1 pounds

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (28 customer reviews)

Best Sellers Rank: #713,999 in Books (See Top 100 in Books) #63 in [Books > Business & Money](#)

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## Customer Reviews

I love this book because I love insides sales teams. I consider them the actual backbone of any company. These people are the face of the company, the front lines. Sorry outsides sales professionals I think that these people are in the end more important to the success of the company

than you guys are. In many companies these are the guys who get things moving, these are the people who do the prospecting and lead generation, the cold-calling and the closing, these are the ones who get things done. These are the people who get out there and create something out of nothing. These people are the ones who develop the business and find the customers and then most of the time they are the ones who are in charge of the care and feeding of those customers. Do I make myself clear? I love inside sales people. And this fine book by Ms. Feignon gives me everything I need to help me work and manage my inside sales team to success. Let's jump right into this "Seeing the potential for brilliance in your people is where good coaching starts" • Yes it does. Chapter 4 is all about prospecting. We all know how much fun that can be. The only thing more challenging than prospecting is getting your people excited about prospecting. Chapter 4 has one of the clearest and well-defined descriptions of what prospecting is. What it involves and the right way to do it to be successful. From lead generation to cold calls to the day my day progress planning this book provides all that you need to take your team through a strategic lead generation system. If you are too cheap to buy the book then find it in your bookstore and read Chapter 4 you owe it to yourself. The book ends with to handle those toughest of jobs dealing with low performers.

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