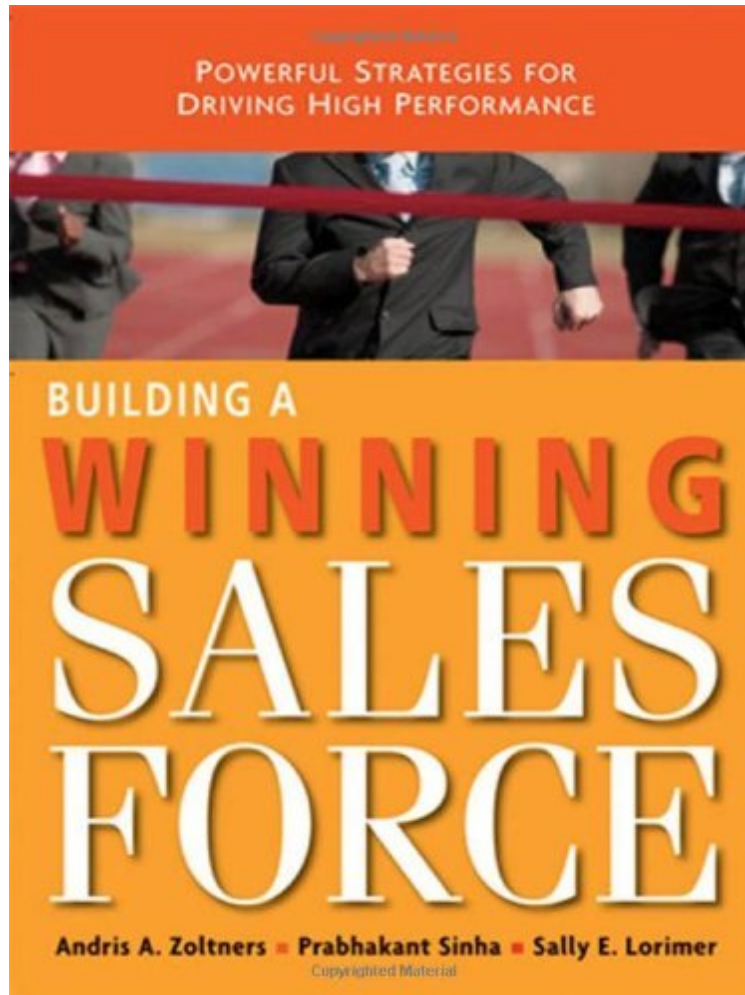


Building a Winning Sales Force: Powerful Strategies for Driving High Performance

Andris A. Zoltners

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Andris A. Zoltners : Building a Winning Sales Force: Powerful Strategies for Driving High Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Building a Winning Sales Force: Powerful Strategies for Driving High Performance:

0 of 0 people found the following review helpful. A new VP of Sales and Marketing could do much worse than to devour this book. By Reg Nordman I confess I missed this book and the others put out by ZS Associates. The website is a good resource, but they do not blog so their online profile is low to invisible. Too bad because the work they do is of the highest caliber and thoroughness when it comes to comprehensive sales management books. This one even contains a very useful chapter on sales and marketing alignment. A new VP of Sales and Marketing could do much worse than to devour this book. They have a useful model of upstream and downstream work, this whitepaper on the

website gives a pretty succinct view. This is good work they do. What was missing for me was the guide of where to start and what to do in what sequence. For that bit I recommend this SalesBenchmark whitepaper . Enjoy0 of 0 people found the following review helpful. AWESOMEBy Timothy DanielYES THIS BOOK HAS REALLY CHANGED MY APPROACH ON MY SALES TEAM AND HOW I REQUIRE THEM TO PERFORM. MY OFFICE PRODUCTION HAS INCREASED.0 of 0 people found the following review helpful. Four StarsBy Customerreally helped with my class

Sales force effectiveness drives every company's success, but keeping a sales organization at the top of its game is a constant challenge. As experts in the field, Andy Zoltners and Prabha Sinha have helped sales leaders around the world perfect their sales strategy, operations, and execution. Combining strategic insight with pragmatic advice, Building a Winning Sales Force provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today's sales organizations.

Idquo;hellip;chockablock full of the nuts and bolts of sales managementhellip;extraordinarily practical and highly readablehellip; building a sales organization or are a salesperson, it's a must-read.rdquo; Life Insurance Selling Idquo;hellip; one of the most comprehensive and practical books on designing, building, and driving a superior sales teamhellip; advice from some of the top sales professionals in the world.rdquo; Selling Power Hiring and Recruiting Newsletter Idquo;hellip;give sales leaders the critical tools they need to create successful sales organizations in these tough economic times.rdquo; --Consulting magazine Idquo;hellip;complete sales management handbookhellip; covers all the essential challenges sales managers face.rdquo; -- Selling Power "One of the seven best books to read for sales"ndash;FINS/WSJ "...provides current and aspiring sales leaders with innovative yet practical solutions to many of the most common issues faced by today's sales organizations.rdquo; CRM Industry.com Idquo;If you're a sales manager or some day would like to be one, this book is for youhellip;full of techniqueshellip;the nuts and bolts of account management.rdquo; ndash;FINS/WSJ From the Inside Flap A high-performance sales force is one of the most critical components of any successful organization. But it is also a complex organism that is difficult to understandmdash;and therefore extremely challenging to develop and lead. Building a Winning Sales Force is the most comprehensive and practical book ever written on the subject of designing, building, and driving a superior sales team. The book combines the wisdom and advice of three renowned sales experts whose experience ranges from the university classroom to the boardrooms of more than 400 sales organizations around the world. With this book as your guide, you will learn the changes to implement now that will immediately enhance the performance of all your sales professionals while also building new customer relationships, and, of course, driving your top and bottom line resultsmdash;all without disrupting your current sales progress. Specifically, you'll learn how to: Develop sales strategies that build competitive advantage by demonstrating real value to customers * Structure your sales force to better exploit market opportunities * Use top-notch recruiting strategies that attract the best of the best * Arm your sales force with the best information and tools available * Design sales compensation programs that motivate for maximum effort * Set high but fair and consistent goals that every member of your sales force will want to exceed every period * Integrate sales and marketing strategies to create the ultimate customer-facing organization * Eradicate the Idquo;silent killer"rdquo; of sales force effectivenessmdash;complacency * And more. Practically every company can dramatically improve sales revenues by implementing the right effectiveness initiatives,rldquo; the authors demonstrate, using numerous examples from their own client relationshipsmdash;and they reveal how to achieve such elusive goals as more revenue, increased productivity, improved customer perception, and sales force retention. Rich with powerful strategies, illuminating examples and case studies, ready-to-use tools, and helpful illustrations, Building a Winning Sales Force provides a proven, customizable blueprint you can use to drive excellence and outstanding results in your business, quarter after quarter and year after year. Andris A. Zoltners is a professor of Marketing at the Kellogg School of Management at Northwestern University. He is a founder and co-chairman of ZS Associates, a global business consulting firm. For over 30 years, he has served the business community as a professor, consultant, speaker, and author on marketing and sales force performance. Prabhakant Sinha is a founder and co-chairman of ZS Associates, where he has consulted on sales effectiveness for more than 200 firms in North America, Europe, and Asia. A former faculty member of the Kellogg School of Management, he continues to teach sales executives at Kellogg and the Indian School of Business. Sally E. Lorimer is a consultant and business writer. She was previously a principal at ZS Associates, where she consulted with numerous companies on sales force effectiveness.