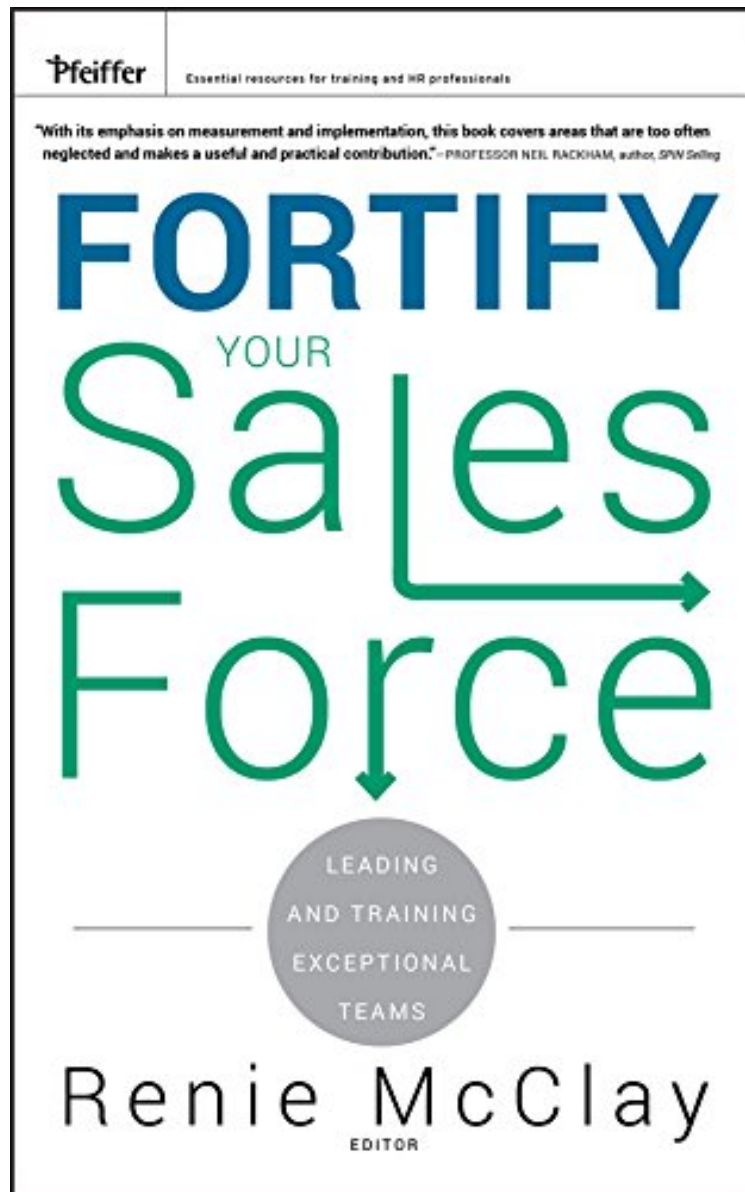


Fortify Your Sales Force: Leading and Training Exceptional Teams

Renie McClay

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Renie McClay : Fortify Your Sales Force: Leading and Training Exceptional Teams before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fortify Your Sales Force: Leading and Training Exceptional Teams:

2 of 2 people found the following review helpful. Home Run!!!!By Leonard D Cochran Renie McClay and her all star team of experts hit one out of the park with this one! I have written a lot of sales training, and pulled from a lot of

resources, but this is the best sales leadership book that I have seen! Fortify Your Sales Force is an extremely valuable book for anyone who manages a sales team or even for the sales professional who wants to take their performance to the next level by growing their leadership skills. The information in this book will more than pay for itself on the first sales call when it's put to use. This book is an outstanding tool that I would HIGHLY recommend to anyone leading a sales team. Each of the 14 chapters are quick, easy to read, and filled with a number of practical ideas that can be implemented immediately. Needing ideas on how to better onboard your new sales associates? It's in there. Wanting to better evaluate your sales team in a meaningful and measurable way? It's in there. Needing ideas on how to better embrace technology to improve your sales and reach out to your team? It's in there. I have recommended that everyone on our sales training team purchase this book so they will be better armed to train our company's sales leaders. 2 of 3 people found the following review helpful. Bravo: the gold standard

By Todd Zaugg
Renie McClay has accomplished a remarkable feat!!! she has collected the critical components for sales force development and put them into one book that is easy to read and navigate. when you read this book, you realize that you are experiencing a new gold standard for sales force success. my global sales force effectiveness consulting firm has been using many of these types of concepts for years AND NOW these critical processes are available in a strategic, "functional", and working man's encyclopedia format. while i didn't read every page, i specifically sought out the chapters that spoke to some immediate issues.....and I believe this is how most people will use this book in today's infogratification world. i found myself getting caught up in the book in the same way that I play a board game.....collecting and moving one piece at a time in order to connect the dots to win. you should only buy this book if you want to be knowledgeable and successful in helping your organization grow. on the other hand, please don't buy this book.....it may put me out of business!!!!!!!!!!!!!!

How can organizations provide the right sales training to the right sales people at the right time? This book is filled with a diverse collection of case studies from top companies and provides a practical road map and the proven tools for organizations that want to implement a winning sales training program. The book offers helpful techniques and tips on how to successfully execute sales training with limited resources and cut budgets. It provides how-to guidelines for successful sales training in a down economy. It is written by 13 experts who have experience selling and have managed sales people. The contributors have combined experience of improving sales performance of over 120 years. The book contributors are Bob Rickert, Jim Graham, Teresa Hiatt, Michael Rockelmann, Maris Edelson, Susan Onaitis, Susanne Conrad, Rick Wills, Ken Phillips, Trish Uhl, Gary Summy, Lanie Jordan, and Renie McClay.