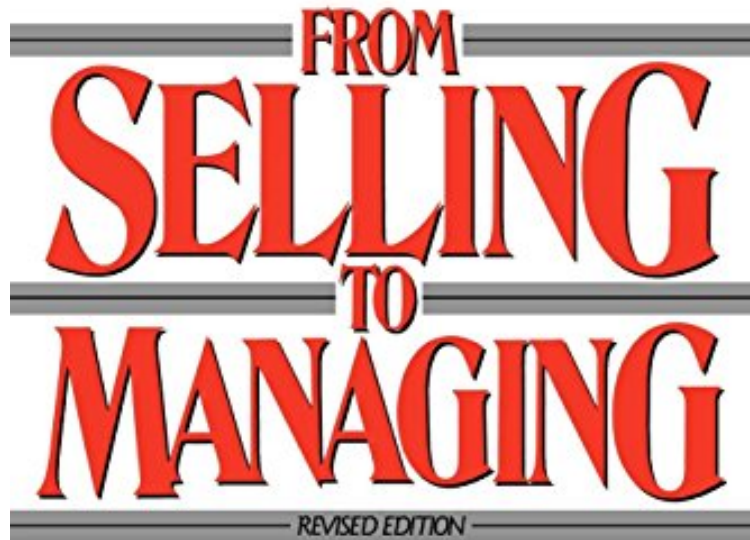


(Ebook pdf) From Selling to Managing: Guidelines for the First-Time Sales Manager

# From Selling to Managing: Guidelines for the First-Time Sales Manager

*Ronald BROWN*

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*Guidelines  
for the  
First-Time  
Sales Manager*

**RONALD BROWN**

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**Ronald BROWN : From Selling to Managing: Guidelines for the First-Time Sales Manager** before purchasing it in order to gauge whether or not it would be worth my time, and all praised From Selling to Managing: Guidelines for the First-Time Sales Manager:

The sudden transformation from player to coach is a dramatic one, and managers are usually expected to make the

transition under their own steam. This dilemma is faced by many high-powered salespeople. A compact primer on making the difficult move from a narrow independent workstyle to a host of diverse responsibilities, this guidebook is written in a quick-grasp, conversational style perfect for the new sales manager. In clear, simple terms it shows how to:

- \* Plan sales force operations efficiently\*
- \* Implement the plan\*
- \* Appraise the sales force and operations\*
- \* Control operations\*
- \* Communicate up and down in the organization\*
- \* Recruit and maintain the sales force

From Selling to Managing gives the newly appointed manager everything he or she needs to be a success -- again.

About the Author RONALD BROWN is the original author of this best-seller. He served as vice president of Tremco Manufacturing Company and was a speaker on this subject for many years.