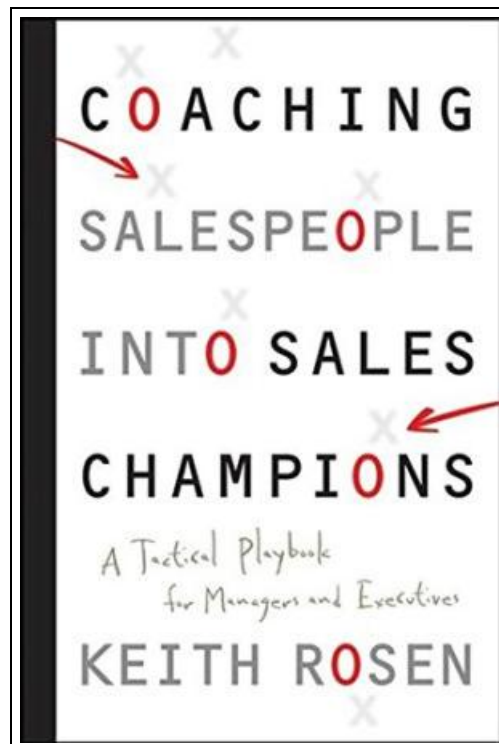


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COACHING SALESPEOPLE INTO SALES CHAMPIONS: A TACTICAL PLAYBOOK FOR MANAGERS AND EXECUTIVES (HARDBACK)



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John Wiley and Sons Ltd, United Kingdom, 2008. Hardback. Book Condition: New. 231 x 157 mm. Language: English . Brand New Book. How many salespeople (and managers) are not realizing their fullest potential? What stands in the way to greater performance isn't something they don't have but something they don't get consistently: effective coaching . Unfortunately; most managers don't deliver consistent, effective coaching or have the coaching skills needed to make a long term, positive impact on their salespeople's performance. They act as Chief Problem Solvers and get far too involved in fixing their people's problems; then get frustrated about their salespeople's inability to improve. **Coaching Salespeople into Sales Champions** provides a proven coaching framework used by the world's leading sales organizations so that managers can confidently facilitate powerful, engaging coaching conversations that help you reach your business objectives -- faster and win more sales today. Winner of 6 International Best Book Awards , this book has already been endorsed by dozens of top sales organizations such as Microsoft, Oracle, Google, American Express, IBM, PepsiCo, The New York Rangers, The New York Knicks and thought leaders including Brian Tracy, Ziglar, Tom Hopkins, Denis Waitley and Tony Alessandra, Tony Parinello and Jill Konrath as the number one book on sales coaching and management coach training. Sales training alone is not enough . Your people can't always diagnose their own skill deficiencies, nor can they coach themselves out of a slump. Managers focus on spreadsheets and treat symptoms instead of uncovering the root cause , so similar problems persist. Good coaching taps into people's individuality and motivation, builds confidence fosters deeper accountability. Four main barriers to effective coaching that inhibits consistent sales growth are: 1. Managers focus on what's going on...



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