



Sales Management (The Brian Tracy Success Library)

Brian Tracy



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The job of the sales manager is to recruit, manage, and motivate a top team of high-performing sales professionals. This book shows you how to do it.

World-renowned sales expert Brian Tracy has spent decades studying what sets the most successful sales managers and professionals apart from the rest—and now in this pocket-sized guide, he distills these simple but powerful strategies. Readers will discover the six key characteristics of a winning sales team and learn how to:

- Select and recruit sales champions
- Start them off on the right foot
- Establish clear objectives
- Determine a sales plan
- Inspire singleness of purpose
- Demonstrate respect and appreciation
- Motivate people with the right incentives
- Boost their self-concept to boost revenue
- Develop winners through continuous coaching and training
- Brainstorm sales solutions
- Measure results
- Conduct game-changing performance reviews
- Discipline effectively
- De-hire poor performers
- Lead by example

A compact but essential resource, *Sales Management* will help readers increase the effectiveness of their sales force, improve their bottom line, and advance their own career and satisfaction in the process.



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