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Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance

By Jason Jordan

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.1in. x 6.1in. x 1.1in. Cracking the Sales Management Code is a groundbreaking book for sales managers and executives who want greater control over sales performance. Based on new research into how world-class sales forces measure and manage their sellers, it provides a best practice approach to identify and implement the critical activities and metrics that drive business results. It is not a book on organizational leadership, nor is it a book on interpersonal coaching. It is a book on how to effectively manage a sales force. Neil Rackham (bestselling author of SPIN Selling) states in his foreword, There's an acute shortage of good books on the specifics of sales management. Cracking the Sales Management Code is about the practical specifics of sales management in the new era, and it fills a void. This book is effectively an operating manual for the sales force. It identifies the 5 fundamental sales processes that can be managed to create desired business outcomes, and it helps readers choose which of the processes are needed to achieve their own strategic objectives. It also provides examples of actual tools and frameworks for sales managers to use, and...



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