



Managing Salespeople: The Business Owners Guide

By Philip Gerber

Happy about. Paperback. Condition: New. 150 pages. Dimensions: 9.2in. x 6.1in. x 0.3in. Small business owner, this is for you! You know your product or service like the proverbial back of your hand. Now you are all set to take your business to the next level. You already know how you must go about this: you need to focus your personal energy and attention on running operations and hire someone who can sell--not just anybody, but a salesperson who will go out there and sell with the same passion and expertise as you. Philip Gerber wrote Managing Salespeople: The Business Owners Guide expressly for your situation. As a small business owner, you understand how critical Sales is to your business survival and success. You also realize that the salesperson is the most important employee you will ever hire. So how do you go about selecting the right person What kind of training should you provide to ensure that your salesperson transmits your energy and speaks with your voice How will you motivate this most crucial employee In easy, effective language, Managing Salespeople provides you with the toolkit you need to create, manage and grow your sales team. The author walks you...

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