



Building a Winning Sales Management Team: The Force Behind the Sales Force (Hardback)

By Dr Andris A Zoltners, Prabhakant Sinha, Sally E Lorimer

Zs Associates, Inc., United States, 2012. Hardback. Condition: New. Language: English . Brand New Book. First-line sales managers (FLMs) play a key role in helping a sales organization drive profitable revenue growth in an ever-changing business environment. But although directly responsible for managing and driving sales force performance, FLMs often don t get enough time, attention, and resources from sales leaders. Building a Winning Sales Management Team shows just how important FLMs are to sales organizations and what happens when companies underinvest in these key players. Authors of four previous books on sales management, Zoltners, Sinha and Lorimer show in Building a Winning Sales Management Team just how companies can nurture successful FLMs and improve sales force productivity. The book has dozens of real-life examples of how investing in first-line management paid off in a big way. In developing the book, the authors collaborated with leaders from some of the world s top companies. The authors also draw on their cumulative experience as sales and marketing consultants, faculty members at Northwestern University s Kellogg School of Management, and business speakers and writers to produce fresh, completely original insights on sales force effectiveness. Building a Winning Sales Management Team shows in...



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