



# **The Essential Sales Management Handbook: Your Secret Weapon to Success (SellingPower Library)**

*Gerhard Gschwandtner*

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At last: a comprehensive sales manager's reference tool for building management and leadership skills. From hiring new talent to forming a broad, cohesive strategy for the team's future, *The Essential Sales Management Handbook* has it all, featuring:

- Best practices for building strong team relationships, motivating sales professionals to sell at their highest level, and running effective meetings
- Discussions of complex topics, such as managing difficult personalities, turning amateurs into all-star performers, incentive plans that work, CRM technology, and successful change-management strategies
- Practical tips managers can use to foster growth, build enthusiasm, and boost knowledge and group skills
- Powerful ideas, suggestions, real-life stories, and practices from successful companies

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