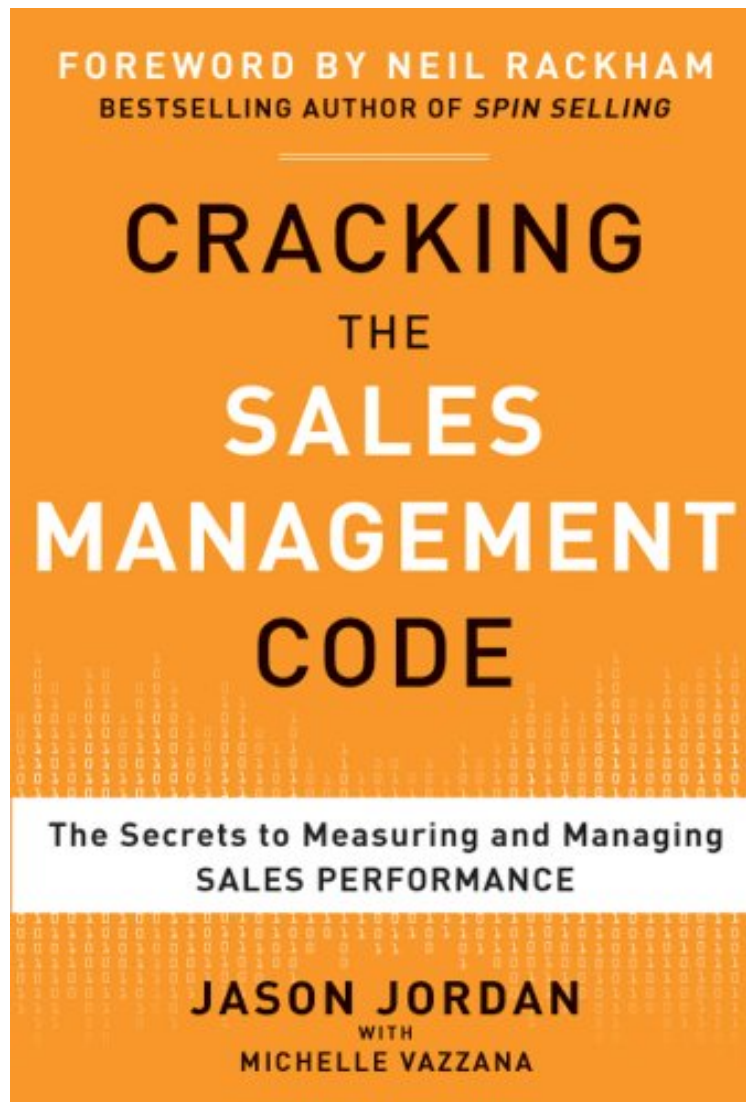


[Ebook free] Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books)

Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books)

Jason Jordan, Michelle Vazzana

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Jason Jordan, Michelle Vazzana : Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books) before purchasing it in order to gage whether or not it would be worth my time, and all praised Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance (Business Books):

1 of 1 people found the following review helpful. Great book!By CustomerThis book was a great read not only

because of the information, but because of the layout and wording. The author was straightforward with the information adding on piece by piece every chapter. He thoroughly explained all the terms not too complexly, but also not too simple. The only thing I really found wrong with this book was the fact that it was repetitive. Though this was no problem for me; it made it to where it was an information refresher and I personally liked that. Though this can be a problem for others who do not like this style of writing. Anyone looking to gain a better understanding of sales management should read this book. It not only talks to you about managing a sales force, but more importantly what approaches to take to form a more effective sales force (such as processes and metrics). There are not too many books out there on sales management, so it is definitely nice to have one and people should take advantage of this opportunity to learn more about it. 1 of 1 people found the following review helpful. Great Extensive Sales Book! By Parish Marriner This is a great book full of information but it's the style and overall way that information is conveyed to the reader that makes it great. This isn't just a sales guide book but an explanation to many of the ways sales are done. It's explanations on Metrics and other complex sales tracking within management give a much better understanding of why exactly management wants to accomplish certain sales goals and how they can manage to track the progress or lack there of. The book gives many great real life examples that are able to put the information into easily understandable sections. The only problem I had with it is it can be a bit wordy and drag on with the same info and its extensive use of new terms could get confusing. Overall I would definitely recommend this book and after try a management oriented book because this book give enough information to make an easy transition between the 2 subjects. 1 of 1 people found the following review helpful. Fantastic ideas, very useful -- but too wordy, too repetitive, and too self-congratulatory By Mark J. Welch This book is incredibly useful and thorough. Alas, it's also repetitive and often self-congratulatory. Yes, it was interesting to hear about the authors' discovery process for their "sales management code," and there's lots of very useful, detailed, and insightful material here. But if the book were edited down to about 50% of its length, it would earn much more enthusiastic praise, and five stars. I did go ahead and buy a second copy of the book for my boss, so that's certainly a strong endorsement.

Boost sales results by zeroing in on the metrics that matter most
Sales may be an art, but sales management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success.
Arthur Dorfman, National Vice President, SAP
Cracking the Sales Management Code is a must-read for anyone who wants to bring his or her sales management team into the 21st century.
Mike Nathe, Senior Vice President, Essilor Laboratories of America
The authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives. Real control is derived from clear direction to the field
and this book tells how do to that in an easy-to-understand, actionable manner.
Michael R. Jenkins, Signature Client Vice President, ATT Global Enterprise Solutions
There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn't see the difference. This book is invaluable because it reveals the manageable activities that actually drive sales results.
John Davis, Vice President, St. Jude Medical
Cracking the Sales Management Code is one of the most important resources available on effective sales management. . . . It should be required reading for every sales leader.
Bob Kelly, Chairman, The Sales Management Association
A must-read for managers who want to have a greater impact on sales force performance.
James Lattin, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University
This book offers a solution to close the gap between sales processes and business results. It shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great!
Anita Abjornson, Sales Management Effectiveness, Abbott Laboratories
About the Book: There are literally thousands of books on selling, coaching, and leadership, but what about the particulars of managing a sales force? Where are the frameworks, metrics, and best practices to help you succeed? Based on extensive research into how world-class companies measure and manage their sales forces, Cracking the Sales Management Code is the first operating manual for sales management. In it you will discover: The five critical processes that drive sales performance How to choose the right processes for your own team The three levels of sales metrics you must collect Which metrics you can manager and which ones you can't How to prioritize conflicting sales objectives How to align seller activities with business results How to use CRM to improve the impact of coaching As Neil Rackham writes in the 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.
Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year.

From the Inside Flap There are literally thousands of books on selling, coaching, and leadership, but what about the particulars of managing a sales force. Where are the frameworks, metrics, and best practices to help you

succeed?Based on extensive research into how world-class companies measure and manage their sales forces, Cracking the Sales Management Code is the first operating manual for sales management. In it you will discover: The 5 critical processes that drive sales performance How to choose the right processes for your own team The 3 levels of sales metrics you must collect Which metrics you can 'manage' and which you can't How to prioritize conflicting sales objectives How to align seller activities with business results How to use CRM to improve the impact of coaching As Neil Rackham writes in the 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." Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It will add clarity to things that you intuitively know and provide insight into things that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year.

From the Back Cover "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." From the Foreword by Neil Rackham "Sales may be an art, but sales management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success." Arthur Dorfman, National Vice President, SAP "There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn't see the difference. This book is invaluable because it reveals the manageable activities that actually drive sales results." John Davis, Vice President, St. Jude Medical "The authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives. Real control is derived from clear direction to the field, and this book tells how to do that in an easy-to-understand, actionable manner." Michael R. Jenkins, Signature Client Vice President, ATT Global Enterprise Solutions "When it comes to sales management, there is very little innovative thinking on the topic. Cracking the Sales Management Code is a must-read for anyone wanting to bring their sales management team into the 21st century." Mike Nathe, Senior Vice President, Essilor Laboratories of America "Cracking the Sales Management Code is one of the most important resources available on effective sales management. Its clear, credible, and reasoned insights provide a compelling blueprint for sales force improvement, and should be required reading for every sales leader." Bob Kelly, Chairman, The Sales Management Association "Sales management too often equates measuring sales performance with managing it. This book cleverly pulls the two apart and illustrates how to manage the activities that lead to desired outcomes. The result is a must-read for managers who want to focus their attention to have a greater impact on sales force performance." James Lattin, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University

About the Author Jason Jordan is a recognized thought-leader in the domain of consultative selling and has published groundbreaking research on innovative practices in measuring, managing, developing, and leading world-class sales organizations. He helps sales leaders grow profitable revenue by re-thinking the strategies, processes, skills, tools, and metrics that drive sales performance. He is currently a partner at Vantage Point Performance, the leading sales management training and development firm. Jason also teaches Strategic Sales Management in the Executive Education program at the Darden School at the University of Virginia, and leads one of the few MBA-level courses in professional selling. Michelle Vazzana has 26 years of successful sales and management experience in the major account environment. Michelle enjoyed a successful career in direct major account sales for Xerox Corporation, prior to moving into sales training and development. Michelle has personally trained and coached thousands of sales professionals in the field of telecommunications, financial services, health sciences, construction, high technology, and manufacturing. She is known for her clarity in presenting ideas and concepts, and the energy and enthusiasm she brings to her audiences. She is also a partner at Vantage Point Performance.