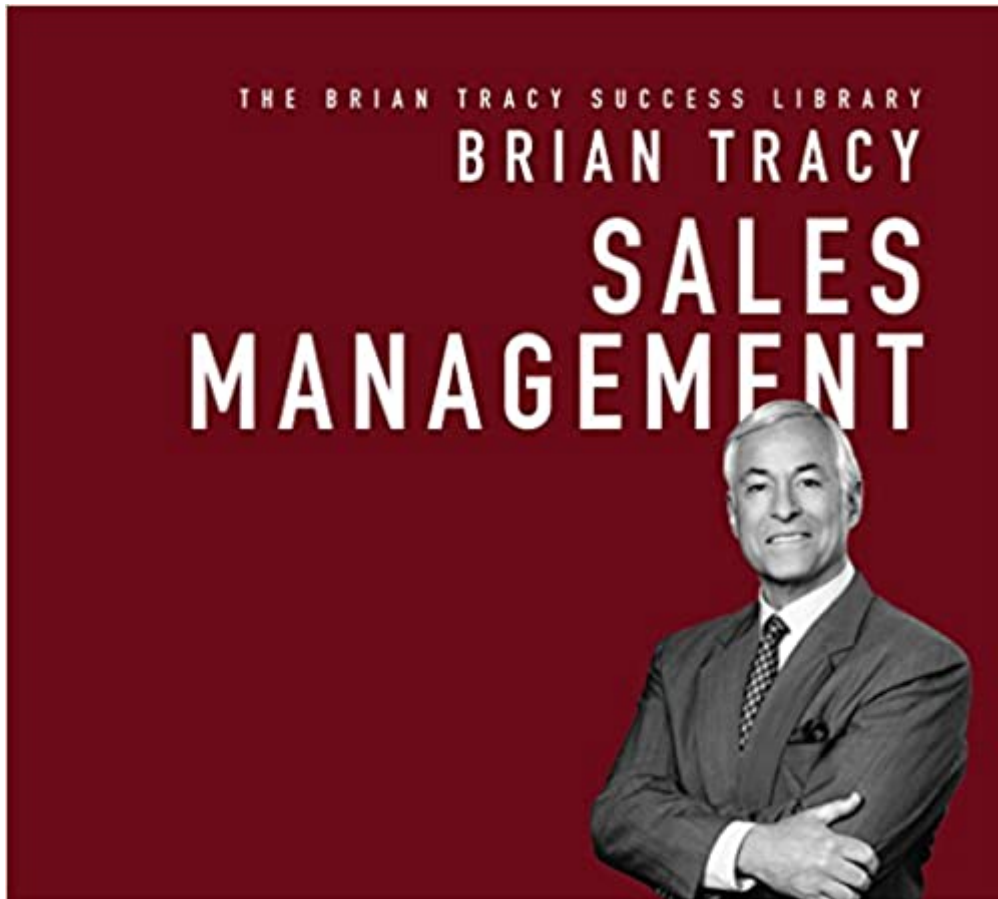




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# **Sales Management: The Brian Tracy Success Library**



## Synopsis

The job of the sales manager is to recruit, manage, and motivate a top team of high-performing sales professionals. This book shows you how to do it. World-renowned sales expert Brian Tracy has spent decades studying what sets the most successful sales managers and professionals apart from the rest--and now in this short guide, he distills these simple but powerful strategies. Readers will discover the six key characteristics of a winning sales team and learn how to:

- Select and recruit sales champions
- Start them off on the right foot
- Establish clear objectives
- Determine a sales plan
- Inspire singleness of purpose
- Demonstrate respect and appreciation
- Motivate people with the right incentives
- Boost their self-concept to boost revenue
- Develop winners through continuous coaching and training
- Brainstorm sales solutions
- Measure results
- Conduct game-changing performance reviews
- Discipline effectively
- De-hire poor performers
- Lead by example

A short but essential resource, *Sales Management* will help listeners increase the effectiveness of their sales force, improve their bottom line, and advance their own career and satisfaction in the process.

## Book Information

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## Customer Reviews

The job of the sales manager is to recruit, manage, and motivate a top team of high-performing sales professionals. This book shows you how to do it. World-renowned sales expert Brian Tracy has spent decades studying what sets the most successful sales managers and professionals apart from the rest--and now in this pocket-sized guide, he distills these simple but powerful strategies. Readers will discover the six key characteristics of a winning sales team and learn how to: Select

and recruit sales champions • Start them off on the right foot • Establish clear objectives • Determine a sales plan • Inspire singleness of purpose • Demonstrate respect and appreciation • Motivate people with the right incentives • Boost their self-concept to boost revenue • Develop winners through continuous coaching and training • Brainstorm sales solutions • Measure results • Conduct game-changing performance reviews • Discipline effectively • De-hire poor performers • Lead by example

A compact but essential resource, Sales Management will help readers increase the effectiveness of their sales force, improve their bottom line, and advance their own career and satisfaction in the process. --This text refers to the Hardcover edition.

The sales manager's job is to recruit, manage, and motivate a team of high-performing sales professionals. This book shows exactly how to do that. World-renowned sales expert Brian Tracy has spent decades studying what sets apart the most successful sales managers from the rest—and now he distills their simple but powerful strategies in this unique pocket-sized guide. You'll learn how to:

- Select and recruit sales champions
- Start them off on the right foot
- Determine a sales plan
- Inspire singleness of purpose
- Motivate people with the right incentives
- Boost their self-concept to boost revenue
- Demonstrate respect and appreciation
- Brainstorm sales solutions
- Conduct game-changing performance reviews
- Lead by example
- And more

Starting now: Inspire your sales force, maximize the bottom line, and advance your career! --This text refers to the Hardcover edition.

Great stuff from Brian Tracy, yet again. Brian has such a great way of distilling wonderful and applicable advice. This book will help any sales leader or manager with tips and ideas that can be implemented right away. I have read many of Brian's books and this one is on par with his best work. Highly recommended.

I wish I would have read this book before I got promoted. The book contains all the necessary information that is needed to get the job done.

One of the best sales management books ever published!

many great ideas to run a sales team.

Good things come in small packages! I am one of those people who reads everything I can get my hands on when it comes to handling sales people. It is not only my business it is my passion. I love working with sales people helping them to perform better. True confession I have read a great number of books on sales management in the past few years and all of them were pretty good. When I took a look at my new copy of Sales Management: The Brian Tracy Success Library I was a bit skeptical for one thing it did not pass the weight test. It just did not seem big enough pack the punch that is needed to make up a great book on sales management. Well disclosure I have read all of the books in the Tracy success library and was never bothered by their size before, in fact I liked the fact that they were small concise books but a book on sales management? This small? I had my doubts. Man was I wrong. This little volume is filled with just about everything you need to be a great sales manager. In a little over a 100 pages Tracy covers everything from choosing the right sales people using his "Law of Three": Interview three people for the job Interview them at least three times Interview them in three different places Have the candidate you like interviewed by three other people Great advice that, especially for a person like me who has a tendency to "fall in love at first sight" hire fast and regret it later. I even wrote this one down. There is also a lot in this book about training, and I good intense training, training that is ongoing: Quoting Tracy: You cannot expect people to get any specific result if you have trained them thoroughly in exactly what they need to do to achieve that result. In one part of the book Tracy talks about the Seven Key Areas in Selling: Prospecting Establishing Rapport and Trust Identifying needs accurately Presenting persuasively Answering objections effectively Closing the sale Getting resales and referrals One of the most important chapters in the book is the one called: Four Keys to Building Salespeople: Unconditional positive regard: (Summary): Concentrating on what they do well. Physical contact: (Summary): Just a touch of the person's hand when making a point develops trust. Eye contact: (Summary): Eye contact fills the person's emotional tank. Focused attention: (Summary): Listen attentively; pause before replying; question what the person is saying. There is even a chapter on firing sales people that don't work out, which I found informative and valuable. As those of us who have been there know the most stressful part of a sales manager's job is firing people. As Tracy says, if you cannot let go of poor performers, you will eventually be replaced by someone who can. And then quotes the great Peter Drucker who wrote, a manager who keeps an incompetent person in place is himself incompetent and does not deserve the position of manager. In the last chapter Tracy talks about what he calls "The vital quality of success" courage. You have within yourself the ability to

become one of the great sales managers of your generation. When you practice these tools, techniques, and ideas, you will get better and better. Your sales force will become better, stronger and more capable of getting sales results. You will achieve all of your goals in your business life.

This is one of the volumes in The Brian Tracy Success Library, all published by AMACOM. Tracy has already written one or more books of greater length and depth that examine these and other major business subjects. What he has now done with each of the volumes in the series is to condense with consummate skill the most valuable information, insights, and counsel within a 100-page format, in this instance the most valuable lessons he has learned about sales management. Briefly but substantially, Tracy covers essentials of that include selecting and recruiting sales champions or those who have the potential, develop a sales game plan, inspire individual commitment with singleness of purpose, select appropriate incentives, nourish team members' self-image to boost sales, demonstrate respect and appreciation, brainstorm sales solutions, conduct game-changing performance reviews, and lead by example. He selected 21 specific subjects or themes most relevant to effective sales management and devotes a separate chapter to each. Briefly but substantially, Tracy covers these and other essentials of sales management. I agree with Tracy: "The sales manager is one of the most valuable and often one of the least appreciated executives in a company. It is the sales manager who sets the standards and quotas for the salespeople and ensures that they achieve them. The development of excellent sales managers is an essential requirement for all successful business enterprises." Achieving and then sustaining business success (however defined) depends almost entirely on nailing the fundamentals every day at all levels and in all areas of the given enterprise. In this book, Tracy focuses on the fundamentals in sales management. Mastering them and then applying them with high-impact is the challenge you now face. I urge you to embrace it with passionate tenacity and rigorous self-discipline. He explains how and why an effective sales manager "must be a friend, a counselor, a confidant, a stern taskmaster, and an efficient business-oriented executive, all at the same time." These are among Tracy's key points of greatest interest and value to me. First, he explains how and why salespeople and their manager should spend at least 75% of their time in the field, in face-to-face contact with current and prospective customers, and spend no more than 25% of their time in their office completing paperwork. He also discusses what great sports teams and great sales teams share in common and suggests how to identify high-potential salespeople among those interviewed for a position. In fact, citing "The Law of Three," he recommends that (a) at least three candidates be interviewed for each position, (b) prime candidates be interviewed at least three

times, (c) at three different locations, and (d) that at least three people be involved in the process. It is important to keep in mind that the best sales managers must be both effective leaders and effective managers. They must think strategically in terms of organizational goals, priorities, and resources but they must also think in terms of ABC: Always Be Closing. They close on the candidates they want to hire and they inspire salespeople to be self-motivated generate leads, close on sales, cultivate relationships, and recruit their customers as evangelists," as an extended sales force. Presumably Brian Tracy had two different readers primarily in mind when he wrote this book: those who are sales managers now, and, those who aspire to become sales managers. This book can also be of substantial value to those entrusted with responsibility to fill a sales management position, either with a hire or a promotion. As is also true of each of the other volumes in The Brian Tracy Success Library, the price at which it now sells it (\$8.43) is not a bargain; it's a steal. \* \* \* Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. His goal is to help as many people as possible to achieve their personal and business goals faster and easier than they ever imagined. To learn more about him and his work, please visit the dedicated area that he has created for him.

A recent addition to Amacom's Brian Tracy Success Library. These are little books that fit nicely in your briefcase for easy reference. I am sure the active sales manager will turn to this book over and over. Tracy has the ability to really boil down the content to what is the true kernel of actionable information. I make notes on the books I read and despite this book's concise nature, I made voluminous notes. An essential for the sales manager's library and it will be very well used as you grow the sales team's performance.

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