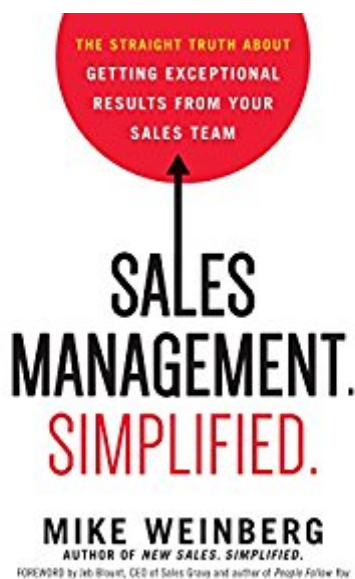




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# Sales Management. Simplified: The Straight Truth About Getting Exceptional Results From Your Sales Team



## Synopsis

Because managing sales doesn't have to be so complicated. Why do sales organizations fall short? Every day expert consultants like Mike Weinberg are called on by companies large and small to find the answer - and it's one that may surprise you. Typically the issue lies not with the sales team - but with how it is being led. Through their attitude and actions, senior executives and sales managers unknowingly undermine performance. In *Sales Management. Simplified.* Weinberg tells it straight, calling out the problems plaguing sales forces and the costly mistakes made by even the best-intentioned sales managers. The good news: With the right guidance, results can be transformed. Blending blunt, practical advice with funny stories from the field, this book helps you:

- Implement a simple framework for sales leadership
- Foster a healthy, high-performance sales culture
- Conduct productive meetings
- Create a killer compensation plan
- Put the right people in the right roles
- Coach for success
- Retain top producers and remediate underperformers
- Point salespeople at the proper targets
- Sharpen your sales story
- Regain control of your calendar
- And more

Long on solutions and short on platitudes, *Sales Management. Simplified.* delivers the tools you need to succeed.

## Book Information

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## Customer Reviews

If you're a sales manager, or if you work for a sales manager, or if a sales manager reports to you, or if you're the manager of operations or finance or marketing or customer service or R&D or human resources at a company that has a sales manager, please buy this book, read it

right away, and start handing out copies to everyone in your company who ever expresses an opinion about the performance of the sales team. It's directed to the sales manager, but that guy or gal lives inside a culture with a lot of other culprits as well, so pass it around. I'm not usually a fan of books that spend a lot of time documenting the problem. Too often they're collections of cheap shots by someone who just wants to show off. But this is an exquisitely pointed but good-natured collection of stories about how poor sales management causes trouble for your company, organized into 16 sales management flaws and the specific kinds of trouble that they cause. Honestly, if you only read Part One, "Blunt Truth from the Front Lines," and swear out loud "I'll never do THAT again!" after each chapter, you'd make great progress. But to be safe, I recommend you go ahead with Part Two, which is all the practical help you'll ever need. Mike has a great voice—rich experience and insight delivered with the punch of a stand-up comic. You can't make this up. And he didn't.

It's all real, all the way through.

I have a problem. I buy all the latest sales books. I read them, make a few notes and move on to the next. I have a sales library any sales pro would be proud of but the challenge is actually acting on the wise words written by these sales experts. (I am the same with cook books but that is another story!) This year I took action. I decided I would only read 2 sales books and put their words into action. Mike Weinberg's *Sales Management Simplified* is one of the books I settled on. I have been in sales for over 20 years and managing sales teams for over 10. Mike's book was a wake up call, I had been coasting! My numbers were okay but I knew I could deliver more. I read *Sales Management Simplified* and it was the kick up the backside I needed. I had got sloppy with regular 1:1's, was going through the motions with my team meetings. Not any more. I read Mr Weinberg's book every month, I even have it on Audible, his words inspired me to re-evaluate the way I was operating as a Sales Manager. No more coasting. Now our 1:1s happen every week, with talking points submitted by the sales person a few days before. Same with team meetings, they are interactive, fun and we learn together. I am in the field more and our 'ride-alongs' are much more structured and have become real occasions for development and learning. I manage remote sales teams so I need to be on the top of my sales game if I expect my team to deliver. I need to work smarter to inspire my sales force as they all sell from home offices and not on a bustling sales floor. I have no connection with Mike so believe me when I say that his book has helped me a) exceed tough team targets, b) develop my sales people c) given me fire in my belly and be proud to be a Sales Manager again. Let's be honest being a sales manager can be a lonely job, managing sales

people and our superiors can be a tough job. Do yourself a favor, buy this book, read it, re-read it and act on it. Having Mike Weinberg in your corner will seriously improve your team results and get you passionate about the craft of sales management.

If you want feel good fluff or easy system gimmicks, this book will probably not be for you. But if you are searching for a dose of reality, a hard look in the mirror, or very precise guidelines to start building a winning sales culture, this book hits the nail on the head. The first half takes a very edgy look at corporate mistakes and obstacles in play, that prevent a sales organization from maximizing results. For an author to be so candid and blunt, regarding some of the very organizations that he has assisted, is both bold and refreshing. The second segment, is all about creating a successful sales roadmap for any leader. Weinberg not only speaks in theory, but gives very clear steps, backed by personal story evidence, to guide the leader on a path to success. Mike Weinberg's book is relentlessly results driven. It focuses on sharpening the activities and practices that create the biggest performance improvements. He challenges the reader to change their priorities and create their own winning sales culture. With the proper commitment in response, every sales leader will be better prepared for success and effectively raise the bar of expectations for those professionals that they manage and coach.

I don't write a lot of reviews but I just downloaded this book tonight and I read it in about an hour and a half. As soon as I finished, I ordered 10 copies to pass out to my team. It's just that good. Why? Well, it gets right to the point of what matters in sales management and how the sales manager should really be spending their time; from what to focus on to how to focus on it. In addition, Mike covers topics that are key for every organization to wrestle with as it relates to the their sales focus; from culture to compensation. Fact is, when Mike says simplified, he isn't joking, but it isn't so simplistic that you get through the book and start asking where's the practical help? This is a basic return to what matters in building, growing, and achieving more sales and driving that growth through alignment in any organization. Do yourself a favor, buy two copies and loan one out, permanently.

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