

# Managing Salespeople: The Business Owner's Guide - Philip Gerber

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Small business owner, this is for you! You know your product or service like the proverbial back of your hand. Now you are all set to take your business to the next level. You already know how you must go about this: you need to focus your personal energy and attention on running operations and hire someone who can sell--not just anybody, but a salesperson who will go out there and sell with the same passion and expertise as you. Philip Gerber wrote 'Managing Salespeople: The Business Owner's Guide' expressly for your situation. As a small business owner, you understand how critical Sales is to your business' survival and success. You also realize that the salesperson is the most important employee you will ever hire. So how do you go about selecting the right person? What kind of training should you provide to ensure that your salesperson transmits your energy and speaks with your voice? How will you motivate this most crucial employee? In easy, effective language, 'Managing Salespeople' provides you with the toolkit you need to create, manage and grow your sales team. The author walks you through personally-tested techniques on how to hire and train, and manage and motivate, your salespeople. He also teaches you to effectively harness the power of telemarketing. Philip Gerber has walked precisely this walk and talked this talk for over forty years. His company, Bottom Line Consultants, has trained salespeople and sales managers for almost two decades. In this book, he condenses his hands-on experience into easy-to-absorb-and-implement lessons that you can immediately use to power your own small business and lead it to healthy, sustainable growth. Read more about how to sell like a professional in just a few hours in his first book, 'Cut the B.S.' Author: Gerber, Philip Publisher: Happy About Illustration: N Language: ENG Title: Managing Salespeople: The Business Owner's Guide Pages: 00000 (Encrypted PDF) On Sale: 2010-04-05 SKU-13/ISBN: 9781600051814 Category: Business & Economics : Sales & Selling - General Category: Business & Economics : Development - Business Development

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