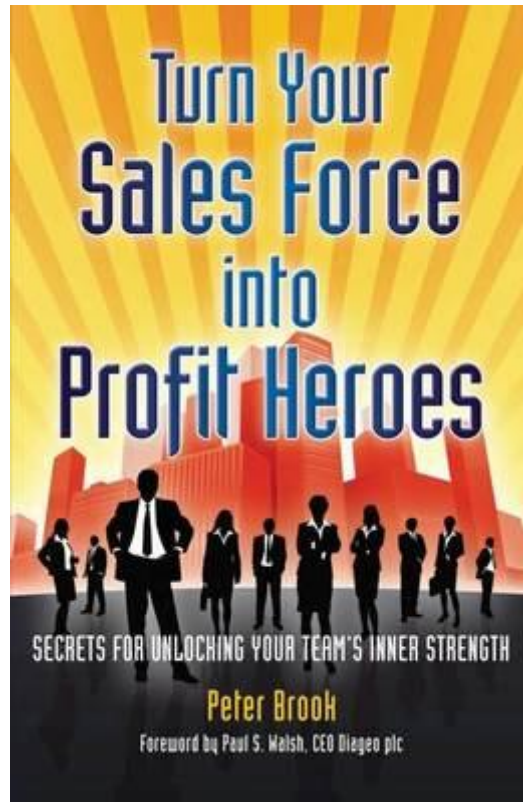


Turn Your Sales Force Into Profit Heroes: Secrets For Unlocking Your Team's Inner Strength - Peter Brook



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There are thousands of new products and services which are launched every year. Their potential for success is massive but many simply do not succeed. The reasons for failure could be numerous - too soon to market, consumer trends changing or customer resistance, for example. People often ascribe failure to such theories, amongst many others, when every other indicator promises success. So how can businesses make their products successful? One thing's for sure, converting failure to success does not involve investing tens of thousands of pounds in professional consulting organisations to tell the sales people what to do. The real secret lies in breeding a philosophy of mentoring where line managers learn to produce exceptional performance by getting their sales team to execute the basics brilliantly and, more importantly, be passionate about what they do. In 'Turn your sales force into profit heroes' Peter Brook reveals a world where top performance is achieved through a motivated, passionate sales team who will stop at nothing to ensure that every product or service is given a chance to deliver its absolute potential. That true success is waiting just around the corner. Author: Brook, Peter Publisher: Infinite Ideas

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