



Secrets of Great Sales Management, The: Advanced Strategies for Maximizing Performance

Robert A. Simpkins

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The most advanced strategies for tomorrow's sales managers. The new breed of sales manager is expected to lead the sales team in an effort not just to close deals, but contribute to the overall strategic rationale of the organization. The "Secrets of Great Sales Management" gives readers a proven, step-by-step process for keeping pace with the issues currently revolutionizing sales management, as well as managing their own careers.

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