



The High-Impact Sales Manager: A No-Nonsense, Practical Guide to Improve Your Team's Sales Performance

By Norman Behar, David Jacoby, Ray Makela

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Managing a sales team is one of the most important and challenging positions in a company, and it requires a unique set of skills. Unfortunately, many sales managers spend much of their day putting out fires, and moving from problem to problem. Their days consist of an overwhelming number of activities including respond to urgent request from their bosses, resolving customer issues and complaints, and dealing with disgruntled employees. In addition, they find themselves sitting in meetings that run way too long, and submitting countless sales forecasts to satisfy upper management. As a result, sales managers get caught up in a daily grind and end their work week exhausted and feeling like they have little control over their destiny.

In *The High-Impact Sales Manager*, you'll learn how to transcend the daily grind and unlock the full potential of your sales team. This includes learning to:

- Hire the best people and hold them accountable
- Manage sales performance by focusing on the underlying behaviors that drive performance
- Consistently produce accurate sales forecasts
- Provide personalized sales coaching that results in better skills and higher win rates
- Motivate and inspire your team to greatness

Most importantly, *The High-Impact Sales Manager* will leave you feeling confident and enthusiastic in your ability to lead and empower your team to achieve unparalleled success.

About the Authors

Norman Behar is a proven sales leader with over 25 years of CEO and senior sales management experience. He is recognized as a thought leader in the sales training industry, and has worked with clients in a wide range of industries

including financial services, healthcare, technology, manufacturing, and distribution. Norman's white papers and blog posts are frequently featured in leading trade publications. Previously, Norman served as President and CEO of Catapult, Inc., a leading provider of personal computer training services, where he oversaw operations and managed growth prior to the company's acquisition by IBM. Norman received his B.A. from the Foster School of Business at the University of Washington, where he graduated Summa Cum Laude.

David Jacoby has extensive experience developing and implementing innovative sales training and sales leadership development solutions for clients. David is a thought leader in instructional design and the use of innovative technologies to deliver industry leading online sales training programs. Previously, David has served as Vice President of Business Affairs of Xylo, Inc., where he was responsible for the Company's business development, sales operations, legal affairs and financing activities. Before joining Xylo, David was a corporate attorney with Skadden, Arps, Slate, Meagher & Flom LLP, where he practiced in the firm's mergers & acquisitions group. David received his J.D. from the Columbia University School of Law, where he was a Harlan Fiske Stone Scholar, and received his B.A. from the University of Washington, where he graduated Summa Cum Laude.

Ray Makela has over 25 years of management, consulting, and sales experience. As a Managing Director at Sales Readiness Group, Ray currently oversees all client engagements. Previously, Ray served as Chief Customer Officer (CCO) at Codesic Consulting, where he was responsible for business development, managing customer relationships, and the development and implementation of Codesic's sales-training initiatives. Ray has also held management positions at Accenture and Claremont Technology Group where he was a management consultant in the Change Management practice. Prior to his consulting career, Ray served as a Division Officer and NROTC Instructor in the US Navy. Ray earned his B.A in Speech Communications from the University of Washington and an M.P.A. in Public Administration and Information Systems Management from the University of Southern California.

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The High-Impact Sales Manager: A No-Nonsense, Practical Guide to Improve Your Team's Sales Performance By Norman Behar, David Jacoby, Ray Makela Bibliography

- Rank: #131092 in Books
- Brand: Behar Norman
- Published on: 2016-05-15
- Original language: English
- Dimensions: 8.50" h x .37" w x 5.50" l, .42 pounds
- Binding: Paperback
- 160 pages

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Editorial Review

Review

I'm excited that the principals of Sales Readiness Group have taken the time to write this book. The High-Impact Sales Manager will give any practitioner a comprehensive framework for sales management success in the key areas of hiring, coaching, performance management, motivation, and leadership. For anyone who wants to achieve increased levels of success in sales management, this book should be on your required reading list. - Gerhard Gschwandtner, Founder and publisher, Selling Power magazine

Users Review

From reader reviews:

Michael Walker:

The High-Impact Sales Manager: A No-Nonsense, Practical Guide to Improve Your Team's Sales Performance can be one of your beginning books that are good idea. Most of us recommend that straight away because this guide has good vocabulary which could increase your knowledge in language, easy to understand, bit entertaining however delivering the information. The copy writer giving his/her effort to place every word into joy arrangement in writing The High-Impact Sales Manager: A No-Nonsense, Practical Guide to Improve Your Team's Sales Performance however doesn't forget the main level, giving the reader the hottest as well as based confirm resource information that maybe you can be considered one of it. This great information can easily drawn you into brand new stage of crucial thinking.

Jennifer Fields:

In this era globalization it is important to someone to acquire information. The information will make you to definitely understand the condition of the world. The health of the world makes the information quicker to share. You can find a lot of sources to get information example: internet, magazine, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The actual book that recommended to you is The High-Impact Sales Manager: A No-Nonsense, Practical Guide to Improve Your Team's Sales Performance this guide consist a lot of the information with the condition of this world now. This book was represented just how can the world has grown up. The dialect styles that writer require to explain it is easy to understand. The writer made some research when he makes this book. Here is why this book suitable all of you.

Dewey Rascon:

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Philip Nguyen:

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