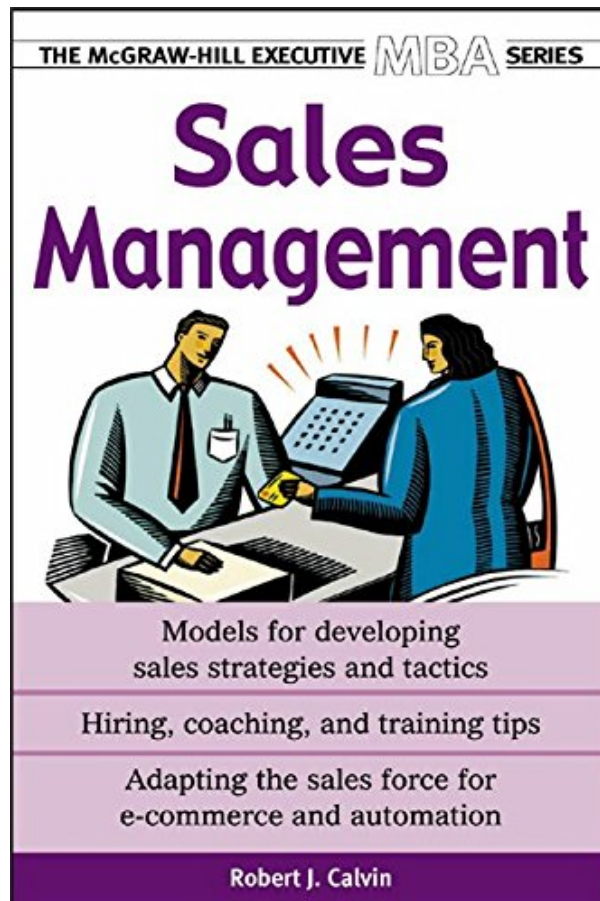


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#### About the Author

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Excellent, especially compared with some of the other stuff out there

By Hilary A. Paprocki

I've been reading a bunch of books on this topic lately, and this one is excellent (you wouldn't believe how bad some of them are).

It is fairly dense and not childish or cute at all. But it is very well-written, with each sentence saying what it says, and the next sentence saying the next thing that should be said.

Those of you looking for that rare book that is smart but accessible should give this one a try. I get the impression that if you got a sales management job, took a copy of this book to work, and just did what it says to do, every day, you'd be well above average at your job.

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0 of 0 people found the following review helpful.

If you are thoughtful in reading this book, you will prevent yourself from falling into weak management decisions

By Reg Nordman

One of the best thought out sales management books I have read. You would think that being 10 years old that the topics would be long in the tooth and the chapters on technology and Sales Force Automation could use an update. That said the author sticks so close to the basics that work that this book will endure for quite some time. If you are new to sales management, aspire to management , or expect to supervise sales managers this is terrific book for you. THE book is based on two very valuable truths.

Structure follows strategy  
Tactics reflect strategy.

Many sales people and trainers come at this topic without addressing company strategy first. I really agree with the author that a weak sales force reflects a weak company management. If you are thoughtful in reading this book, you will prevent yourself from falling into weak management decisions. If you are in senior management this is a reference book for you. ( But it is a very entertaining read as well ).

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The best book for Sales Manager in the world

By Joe, senior sales manager

I am working as a senior sales manager and think that the book is excellent and I highly recommend it to every sales manager.

Other sales management are normally full of some theory and concept. However, this book by professor Robert J. Kevin is Super Super Super practical with many valuable and sensible tactics. I especially appreciate the chapter of staff motivation and recruiting. It is very useful and practical for managers to perform these duties effectively and efficiently. I believe that this book can help corporate to increase greatly this profitability by means of excellent sales management

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