



CONTENTS

FOREWORD	ix
ACKNOWLEDGMENTS	xiii
ABOUT THE AUTHOR	xv
INTRODUCTION	xvii

Part I Finding, Keeping, and Releasing Salespeople

1 HIRING	3
2 TRAINING	31
3 PERFORMANCE EVALUATION	59
4 THE THREE-TIERED SALES TEAM	69
5 REWARDS AND RECOGNITION	81
6 WHEN TO FIRE A SALESPERSON	89

Part II Sales Meetings

7 GROUP MEETINGS	105
8 ONE-ON-ONE MEETINGS—FIFTEEN MINUTES OF FAME	115

Part III Planning and Preparation

9	GOALS LEAD TO GREATNESS	127
10	THE THREE-STEP BUSINESS PLAN	143
11	TEN TASKS TODAY	151

Part IV Skills All Salespeople Should Have

12	COLD CALLING	161
13	PRESENTATION SKILLS	167
14	CLOSING TECHNIQUES ALL SALESPEOPLE SHOULD KNOW	181
15	EXPECTATION MANAGEMENT	189
APPENDIX A: A BRIEF DISCUSSION OF ATTRIBUTES 39 THROUGH 52		203
APPENDIX B: 52 ATTRIBUTES OF THE ULTIMATE SALES MANAGER		207
INDEX		211

<http://www.pbookshop.com>