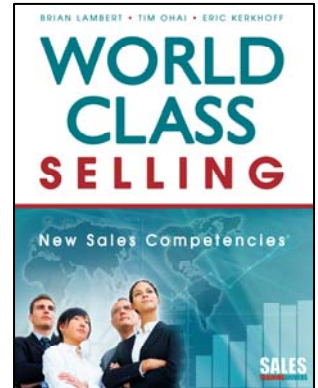


World-Class Selling

New Sales Competencies

by Brian Lambert, Tim Ohai, and Eric Kerkhoff



World-Class Selling delivers the latest research-based criteria for sales teams interested in selling more effectively against an ever-changing business environment. Sales leaders can use this title as a foundation to build or reorganize sales processes and sales people. Professionals (employees or consultants) working with or within the sales organization who have influence on the structure, processes, policies, and culture of the sales team and the sales and service culture of the organization will find this book an invaluable resource. Included in the text is the data-driven documentation needed to properly and confidently position sales resources and operations to achieve greater results.

Product Information

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Audience

- Business /Management
- Sales Trainers and Managers
- Trainers and Human Resource practitioners

Key Points

- Improves sales professionals' results by focusing on competencies.
- Presents proven research data that underlies roles and foundational competencies
- Validates managing sales through a competency-based model

World Rights Available

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"This book is a tremendous resource for building an outstanding sales organization. It should regularly referenced by everyone who works with sales organizations, particularly training and organizational development specialists. It provides an eminently comprehensive body of knowledge on all aspects of sales operations and sales force capabilities."

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