



Scientific Selling: Creating High Performance Sales Teams Through Applied Psychology and Testing

By Nancy Martini, Geoffrey James

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Scientific Selling: Creating High Performance Sales Teams Through Applied Psychology and Testing, Nancy Martini, Geoffrey James, Sales managers have the most difficult job in the business world. They are responsible not just for revenue, but also for the hiring, coaching, training, and deployment of the employees who must generate it. Before the advancements that inspired Scientific Selling, sales managers had few tools to help them succeed at these disparate yet essential tasks. Today, however, the scientific approaches described in this book allow sales managers to more effectively measure, refine, and improve every aspect of the sales environment. Using easily-understood examples, graphics, charts, and explanations, Scientific Selling describes how to: * Predictably improve sales results. * Attract and retain top sales performers. * Sharply decrease employee turnover. * Spend sales training dollars more wisely. * Better target sales coaching efforts. * Move into consultative selling more quickly. * And much more. Scientific Selling features over a dozen case studies illustrating exactly how scientific measurement and testing have improved sales performance within different kinds of sales groups inside multiple industries.



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Reviews

Extensive guideline! Its this sort of very good go through. I have got read and i am confident that i will gonna read through once more once more in the future. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Joana Champlin**

This book is really gripping and fascinating. Of course, it is actually play, nonetheless an interesting and amazing literature. You will not feel monotony at anytime of the time (that's what catalogs are for about if you request me).

-- **Delbert Gleason**