

Read Book Topgrading For Sales World Class Methods To Interview Hire And Coach Top Sales Representatives

version explains the three major types of relationships—personal, functional, and strategic—and how to focus each to fuel enterprise growth. It introduces new concepts in relationship management, including the exchange of Relationship Currency®, the accumulation of Reputation Capital®, and the building of Professional Net Worth®. These are the fundamental measures of business relationship, and once you understand them, you'll be able to turn your contacts into better executions, performance, and results. "David Nour is the definitive expert on strategic relationships. He has captured practical, pragmatic, and timely insights in Relationship Economics and has been a valuable resource to my sales transformation efforts." —RANDY SEIDL, Senior VP, Enterprise Servers, Storage and Networking, Americas, HP "Although many understand the importance of relationships, the quantifiable and strategic values of relationships are often underemphasized. David Nour has done just that in??Relationship Economics.?? —CRAIG LEMASTERS, President and CEO, Assurant Solutions "If a man is judged by the company he keeps, David Nour's Relationship Economics provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships." —DENNIS SADLOWSKI, former president and CEO, Siemens Energy & Automation, Inc.

Topgrading for SalesWorld-Class Methods to Interview, Hire, and Coach Top SalesRepresentativesPenguin

Vols. 24-52 include the Proceedings of the American Numismatic Association Convention, 1911-39.

A concise extension of the business classic Topgrading, targeted to sales managers Brad Smart's Topgrading has sold more than 150,000 copies since 1999, making it the definitive book for executives who want to hire, coach, and retain top talent. Now Smart has teamed up with Greg Alexander, who used Topgrading to radically improve his sales force at EMC. In Topgrading for Sales, they have boiled down the key Topgrading ideas to a pithy 112 pages while focusing on the unique needs of sales managers and sales directors. Great sales forces don't just depend on strategies—they depend on hiring the best possible reps. But surveys show that about half of all hires and promotions put an underqualified person in the wrong job. No wonder the average tenure for sales managers is only nineteen months. Topgrading for Sales takes the guesswork out of hiring by teaching readers how to interview systematically for A-level talent instead of relying on hunches and prejudices. It also shows how to coach B-level reps to turn them into A-players and how to weed out C-players before they do too much damage.

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