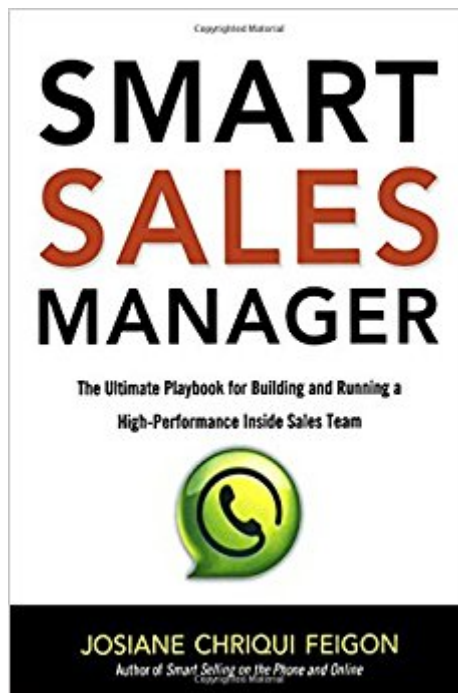




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# Smart Sales Manager: The Ultimate Playbook For Building And Running A High-Performance Inside Sales Team



## Synopsis

Inside sales is overtaking field sales-and driving profits! Businesses now rely on it to generate up to 50% of their revenue. The exploding demand for inside sales leaders means that top reps are being promoted even if they are unprepared for management. Despite their expertise with traditional techniques, many don't "get" the new world of Sales 2.0. They don't know how to train their teams in social selling, digital communications, and disruptive content creation, skills that are absolutely vital in today's sales environment. The pressure to produce can be crushing, but the guidance provided has been minimal...until now. *Smart Sales Manager* shows readers how they can lead their inside sales squads to success-from hiring and motivating to training, coaching, and more, including:

- Customer 2.0: Selling to the new elusive buyer
- Tools 2.0: Choosing the best sales productivity and intelligence tools for their team
- Talent 2.0: Hiring, training, and retaining inside sales superheroes
- Manager's cheat sheets: Motivational strategies to salvage deals, engage employees, and boost managerial clout.

Complete with real-life examples and smart sales strategies, this indispensable resource will bring managers up to speed fast.

## Book Information

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## Customer Reviews

"You really need to check out this new book by Josiane Chriqui Feigon if you want to manage a sales team in the twenty-first century." --PCB007.com "It's the ultimate playbook for recruiting, training, and managing inside sales teams in today's Sales 2.0 world." --Art Sobczak's Smart Calling "Whether you are managing one person, yourself, or many, this is a book that will help you be more in touch with your inner sales

person. --Life Insurance Selling "Smart Sales Manager is like having your own personal coach. very informative book focused on managing an inside sales team."  
--Portland Book Review The American Association of Inside Sales Professionals Book of the Year Award 2014

Inside sales is overtaking field sales and driving profits! Businesses now rely on it to generate up to 50% of their revenue. The exploding demand for inside sales leaders means that top reps are being promoted even if they are unprepared for management. Despite their expertise with traditional techniques, many don't "get" the new world of Sales 2.0. They don't know how to train their teams in social selling, digital communications, and disruptive content creation, skills that are absolutely vital in today's sales environment. The pressure to produce can be crushing, but the guidance provided has been minimal until now. Smart Sales Manager shows readers how they can lead their inside sales squads to success from hiring and motivating to training, coaching, and more, including:

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I love this book because I love inside sales teams. I consider them the actual backbone of any company. These people are the face of the company, the front lines. Sorry outside sales professionals I think that these people are in the end more important to the success of the company than you guys are. In many companies these are the guys who get things moving, these are the people who do the prospecting and lead generation, the cold-calling and the closing, these are the ones who get things done. These are the people who get out there and create something out of nothing. These people are the ones who develop the business and find the customers and then most of the time they are the ones who are in charge of the care and feeding of those customers. Do I make myself clear? I love inside sales people. And this fine book by Ms. Feignon gives me everything I need to help me work and manage my inside sales team to success. Let's jump right into this "Seeing the potential for brilliance in your people is where good coaching starts" Yes it does. Chapter 4 is all about prospecting. We all know how much fun that can be. The only thing more challenging

than prospecting is getting your people excited about prospecting. Chapter 4 has one of the clearest and well-defined descriptions of what prospecting is. What it involves and the right way to do it to be successful. From lead generation to cold calls to the day my day progress planning this book provides all that you need to take your team through a strategic lead generation system. If you are too cheap to buy the book then find it in your bookstore and read Chapter 4 you owe it to yourself. The book ends with to handle those toughest of jobs dealing with low performers. The author prepares you for handling those hard talks with tips like make sure making sure you know what you're talking about before you have the talk, make sure you have all of the facts right and most importantly know what message you have to deliver and then deliver it making sure you stay on message. Look there are all kinds of books on how to handle those outside sales but very few good ones on how to handle your inside sales people, well this is one of them and it's a good one. Oh and by the way don't let the sub-title fool you, I have found that information in this book when applied correctly apply to outside sales people just as well as inside sales people, because in the end it's really a great book about sales.

If you manage Inside Sales teams, this book is instantly useful. It covers strategies for team building, individual coaching and has a terrific section on how to manage and coach millennials.

It seems like this was more for starting a brand new company and sales force. I saw very little relevance for my sales team.

great book, lot of good & useful information

Very good book on the current role of managing an inside sales team.

Great information

very good

If you are an inside sales manager who is stepping out of a career as a successful rep to lead a young, eager team, or you just inherited a new team from a recent acquisition, Smart Sales Manager is your on-the-job leadership training guide. You'll learn the new rules for managing the

Sales 2.0 Ecosystem: everything from everyday management basics to selling to hiring (and firing), motivating with fun, training, coaching, the new metrics . . . all the skills it takes to create an effective inside sales team and lead it to success. You'll find easy reference to the latest trends and the practical, tactical strategies, skills, and guidance you need to run a high-performance inside sales team and to carry your organization to the next level of excellence.

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