



# **The 5 Best Practices of Highly Effective Sales Managers: A Guide to Leading High Performance Sales Teams**

*Jerry Elmore*

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## **The 5 Best Practices of Highly Effective Sales Managers: A Guide to Leading High Performance Sales Teams** Jerry Elmore

The Five Best Practices of Highly Effective Sales Managers is a book for new as well as experienced Sales Managers. It focuses on five best practices that result in highly effective and efficient sales team which achieve the desired levels of sales volume, profits and growth necessary for a successful organization. The single most important factor for improving a sales person's performance, as found by a major university study, is effective supervisory leadership. Filled with real-life sales management examples and anecdotes, the book shows sales managers how to use an effective supervisory leadership process to achieve high salesperson productivity. The book discusses the foundational attitude of highly effective sales managers then presents the five best practices that enable sales managers to answer the question, "How do I tap the full potential of each of my salespeople?"

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