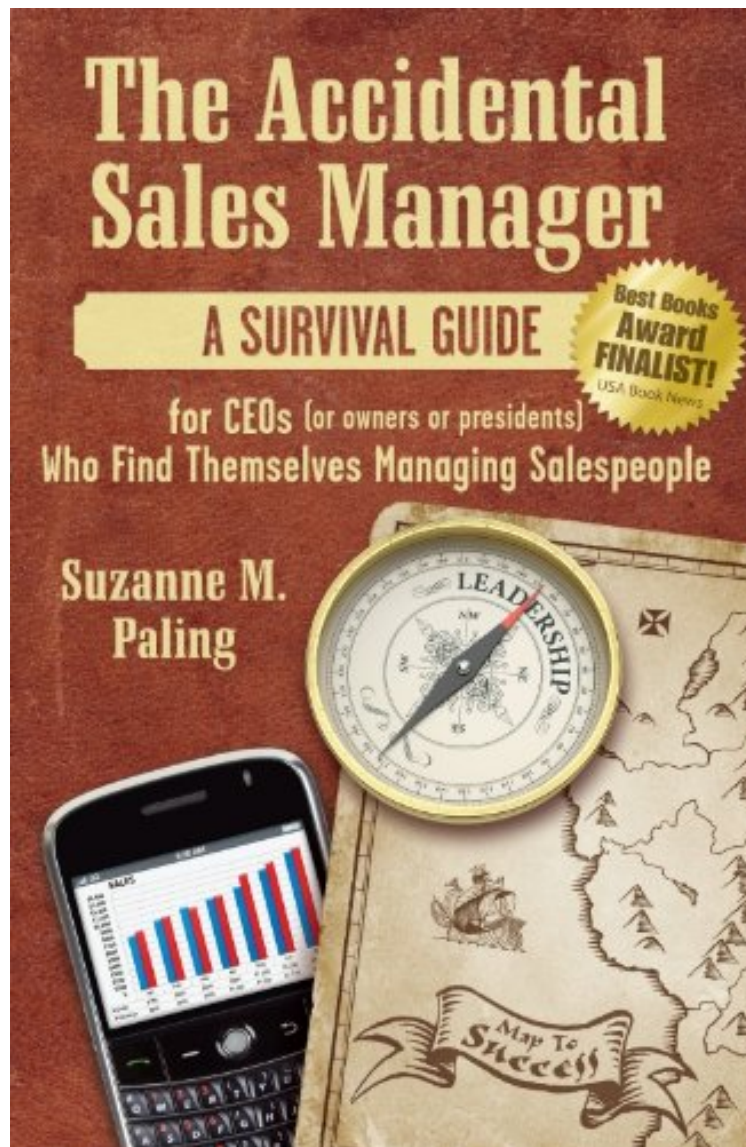


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## The Accidental Sales Manager: A Survival Guide for CEOs (or Owners or Presidents) Who Find Themselves Managing Salespeople

*Suzanne Paling*

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**Suzanne Paling : The Accidental Sales Manager: A Survival Guide for CEOs (or Owners or Presidents) Who Find Themselves Managing Salespeople** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Accidental Sales Manager: A Survival Guide for CEOs (or Owners or Presidents) Who Find Themselves Managing Salespeople:

0 of 1 people found the following review helpful. I expected something much much more from the content that ...By AlenaI expected something much much more from the content that you can preview ... this book is not worth the 10USD I paid for it ... very vague, not specific enough3 of 3 people found the following review helpful. Great practical advice for managing salespeopleBy maristelaThis book is targeted at leaders of small businesses who end up managing one or more salespeople but who lack any experience in sales themselves. The preface starts out with the following paragraph: "Perhaps someone recommended this book so you bought it. Maybe a colleague lent you his copy. Was the book placed on your desk anonymously? Regardless, you now have the book and you really don't want to read it." This paragraph completely disarmed me, and it set the tone for the rest of the book: far from being a slog through technical sales jargon, it was a brisk read that provided the most practical education I've ever had about how to bring out the best when managing a sales force (or even a single salesperson). The book is laid out as follows:First, it starts each chapter with a short story or case history that highlights a common problem in managing salespeople. I recognized many situations I've seen at different workplaces (even those that did not involve salespeople).Second, the book focuses in on the problem itself, the causes of the problem, what managers usually do in their attempts to fix it, and finally, what really works. The book's advice is very practical and very specific, but still broad enough to cover any type of business. The book also describes the author's own experiences as a sales management consultant, sales manager, and salesperson herself, which illustrate and lend further credence to the book's advice.Third, the book provides templates and samples for everything from a new hire's orientation program, to sales contest goals, performance reviews, and sales forecasts. I appreciated actual documents that I would be able to work from and the discussions explaining them.The ideas in this book were both thought provoking and informative. For example, the idea of starting orientation during a potential employee's interview process - I never would have thought of an interview in that way, but it made perfect sense. And, the concrete suggestions provided actually make it possible to put that idea into action.The book is organized so that it can be read straight through or used as a reference book. Either way, I would highly recommend it to any business leader or supervisor looking for guidance in managing salespeople.0 of 0 people found the following review helpful. A must for every small business owner!By Garlic NerdThis book was written for me and I devoured it with joy! There is so much immediately applicable advice as well as long-term goals that will improve the way your business does sales. It has helped my small company tremendously.

bull;Do you tackle several different roles including sales manager? bull;Does managing the sales team feel awkward? bull;Do you want to achieve better sales results? If you answered YES then you face the same struggle as many other small business ownersmdash;you can successfully manage the rest of the company, but when it comes to the sales team, you feel like your efforts are coming up short. Suzanne Paling, sales management consultant, urges you to stop struggling, and teaches you what you need to know to start succeeding.