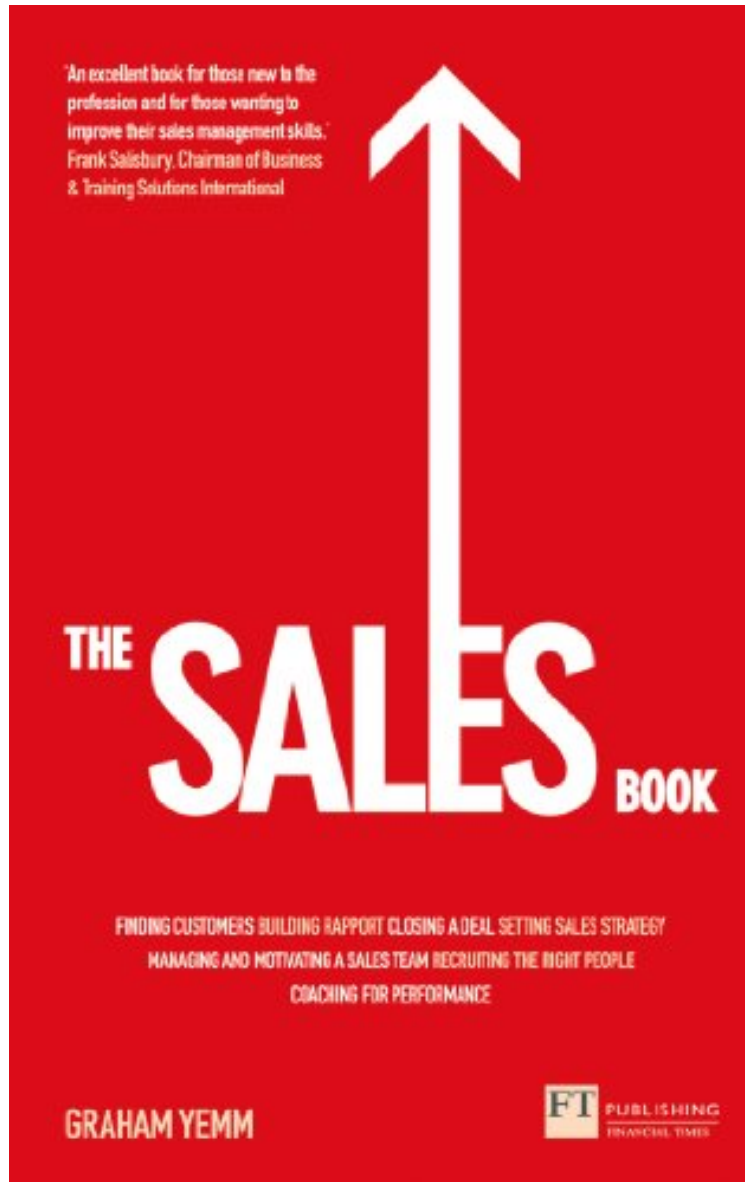


The Sales Book: How to Drive Sales, Manage a Sales Team and Deliver Results

Graham Yemm

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'An excellent book for those new to the profession and for those wanting to improve their sales management skills.' Frank Salisbury, Chairman of Business Training Solutions International From the Back Cover **SELLING AND SALES MANAGEMENT IN ACTION** The Sales Book picks out the top challenges that you are likely to face and shows you how to maximise your own performance and that of a sales team. Every challenge is broken down into user-friendly advice that follows a clear structure: # The objectives of each section # An overview of the main principles # What you need to do to achieve success # A speed-read checklist to help you remember key points Whether you're looking for practical sales techniques or advice on how to build a sales strategy, this easy to use guide is a must-have for those involved in sales at any level. 'Essential reading for sales people and those considering entering the profession. Read it from cover to cover or dip in from time to time for advice and inspiration' Stephen Wheatley, Managing Director of LimitEar About the Author Graham Yemm has worked in consultancy, training and coaching for over 20 years after a career in sales management in the corporate arena. He now owns his own business training company, Solutions 4 Training Ltd (www.solutions4training.com) and works with clients in Europe, Russia, Malaysia and USA. He is the author of the FT Essential Guide to Leading Your Team.