



Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance

Jason Jordan, Michelle Vazzana

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Cracking the Sales Management Code is a groundbreaking book for sales managers and executives who want greater control over sales performance. Based on new research into how world-class sales forces measure and manage their sellers, it provides a best practice approach to identify and implement the critical activities and metrics that drive business results. It is not a book on organizational leadership, nor is it a book on interpersonal coaching. It is a book on how to *effectively manage a sales force*.

Neil Rackham (bestselling author of *SPIN Selling*) states in his foreword, "There's an acute shortage of good books on the specifics of sales management. *Cracking the Sales Management Code* is about the practical specifics of sales management in the new era, and it fills a void."

This book is effectively an operating manual for the sales force. It identifies the 5 fundamental sales processes that can be managed to create desired business outcomes, and it helps readers choose which of the processes are needed to achieve their own strategic objectives. It also provides examples of actual tools and frameworks for sales managers to use, and it gives straight-forward advice on how to change sales force behaviors while avoiding common pitfalls. This book will further help sales forces maximize the usefulness of CRM by defining 3 distinct levels of sales metrics - those you can directly manage, those you can influence, and those that you can only hope to change.

Cracking the Sales Management Code is written in an engaging and narrative way that brings to life the extensive research and practical insights contained within its pages. It is a must-read for anyone in sales management or sales operations who wants to clarify the task of sales management and put in place the strategies, processes, tools, and metrics to proactively manage sales performance.

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