



Building a Successful Sales Organization: The Critical Path to Extraordinary Results

Mike Morton, Mike Higgins, Art Wilson, Ken Evans

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Building a Successful Selling Organization is a practical guide for building successful, profitable customer relationships. Written specifically for the chief sales officer and sales management, this book documents tested best practices among leading sales organizations. Citing real-world examples, it shares a disciplined, how-to sales process that empowers a sales leader to transform good sales teams into customer-focused, high-performing teams.

Use the five-level Sales Agenda Model to design, deploy, develop, and support a selling organization. Implement the Account Management Execution Model to improve strategic account management, ensure client alignment, and deliver convincing client value.

Sales leaders who adopt the strategies presented in Building a Successful Sales Organization possess the secrets of building, organizing, and managing effective sales teams that consistently deliver improvements in customer relationships, sales productivity, and profits.



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