

## The Sales Leaders Problem Solver



This is the book every sales manager wishes they had?before they accepted the job. The advice within acts as a 24/7 coach for beleaguered sales leaders dealing with perplexing dilemmas.Sales leaders (managers, directors, and vice presidents) advocate for and often succeed in getting sales training for their reps, but when they request sales management training for themselves, the answer is often no. This lack of formal instruction lowers their chances of success.Drawn from the authors experiences as a sales manager, sales management consultant, and coach, The Sales Leaders Problem Solver offers guidance on solving common but difficult issues with the salesperson who:Sells inconsistently.Cheats on sales contests.Doesnt enter data in the CRM.Calls only on the largest or easiest clients.Wont prospect for new business.By providing a consistent format to follow, Suzanne Paling will help any sales leader level-headedly deal with any challenge by:Clarifying the issue.Creating a plan.Presenting a solution to executives.Discussing the issue with the rep(s) in question.The Sales Leaders Problem Solver is a powerful tool that will help new and experienced sales managers lead their teams and develop their reputations as fair, effective, no-nonsense problem solvers.

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