



How to Hire and Develop Your Next Top Performer: The Qualities That Make Salespeople Great (Hardback)

By Herbert M. Greenberg, Patrick Sweeney

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mm. Language: English . Brand New Book. The sales

management classic-updated for today s competitive business

environment Advanced digital technologies, the breakdown of

traditional business barriers, and increased customer

empowerment have transformed the sales profession. The

future now belongs to salespeople who deeply understand,

embrace, and take advantage of these unprecedented changes

to enhance their relationships with their customers. What does

this mean for you? You absolutely need these people on your

team to succeed. And this fully updated edition of How to Hire

and Develop Your Next Top Performer will show you how to

find them, attract them, and retain them. It s the key to

maintaining the competitive edge now and in the future.

Written by the CEO and president of Caliper, one of the world s

leading management consultancies, How to Hire and Develop

Your Next Top Performer, Second Edition, delivers the proven

game plan their company has used to power growth for SAP,

Avis Budget Group, and thousands of other clients. Updated

and revised for the age of the digitally connected customer

and expanded to cover global and remote...



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Reviews

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-- **Vincenzo Collins**

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-- **Rhea Dare**