



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

By Herbert M. Greenberg, Patrick Sweeny

McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 2nd Revised edition. 231 x 155 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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