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for inside sales leaders means that top reps are being promoted even if they are unprepared for management. Despite their expertise with traditional techniques, many don't "get" the new world of Sales 2.0. They don't know how to train their

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teams in social selling, digital  
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amassed a dedicated team. You have loyal clients realizing tangible success with your offerings. But improving sales results remains your most elusive challenge. You did everything right. You hired experienced salespeople. You compensated

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sales culture; effectively coach  
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short. Is it lazy and ineffective salespeople? Is it outdated methods of client building? Why are these team members not producing as they should? And more often than not, the answers are not what they expected: the issue lies not with the sales team

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but with how it is being led. In  
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most organizations he has been



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hired as a consultant, he has found that through their attitude and actions, senior executives and sales managers have unknowingly been undermining the performances of their employees. But the good news is, that with the right guidance,

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able to close business and get  
revenue coming in the door. In a

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company with a sales manager, the hiring, training and success of the sales people lay directly at the feet of the manager. The importance and significance of this role can well be illustrated by a recent study that shows that 95% of the CEOs in mid-size

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companies have at some point in their career filled the role of Sales Manager prior to being promoted to run the company. Clearly, this job matters. The hopes and dreams of the entire company depend on the job being done masterfully. The Sales Boss refers

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into the psychology behind



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management strategies, how-to sales tips, and career guidance for sales executives, sales managers, and salespeople alike. Incorporating proprietary research, case studies, real-world examples, and practical information, this book will

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revolutionize the very way sales organizations sell. William (Bill) Brooks (Greensboro, NC) is the founder and CEO of The Brooks Group, an internationally recognized consulting firm whose clients have included General Motors, Chase Manhattan, Sara

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Lee, and Microsoft among thousands of others. He delivers more than 150 keynote speeches annually to sales organizations.

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situations that managers  
encounter, often on a daily basis.  
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and even clients and prospects. The real world examples, role-plays and exercises enliven the strategies and make this a dynamic reading experience.

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two fundamental reasons why  
your telephone sales reps dont  
sell as much as they could or

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should. The first reason is that many reps are not very good at selling despite formal (and ongoing) training. Over time, telephone reps dilute the fundamentals, cut corners, get complacent, forget techniques or fail to master the skill sets that

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will lead to increased sales. The second reason is that the majority of telesales reps do not get the coaching and support that they need to excel at sales. Most telephone sales managers have been taught how to be managers, not coaches. Consequently,

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