



Lone Wolf to Lead Wolf: The Evolution of Sales

By Eric Johnson

Trafford Publishing. Paperback. Condition: New. 266 pages. Dimensions: 8.9in. x 5.4in. x 0.5in. This is a book about sales effectiveness that has been tested in the crucible of real life experience. Lone Wolf to Lead Wolf speaks to sales representatives in all industries whether they are field sales, inside sales, or counter sales representatives. It even speaks about lessons that managers need to know in this new century. Each chapter is a story, and some of them have case studies and other activities to help the reader translate the story to their own situation. The world of sales continues to change and the strategies that created success in the past are failing to maximize success in today's environment. This book tells a simple, but powerful, story of managing change. There are those who are genetically programmed to play the game to win, rather than simply playing not to lose. Every reader needs to think critically so they can play their own game. Those that are firmly on the path of playing to win will recognize many of the lessons that are examined in this book. Creating meaningful change always starts with taking responsibility for your own situation. This book was written...



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Reviews

It is one of the most popular books. It really is filled with wisdom and knowledge. You may like how the author publishes this PDF.
-- Kellie Huels

It is one of the best books. Better than ever, though I am quite late in starting to read this one. You won't feel monotony at any moment of the time (that's what catalogues are for regarding in the event you check with me).
-- Dr. Kristin Dickens