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Make Winning a Habit: 20 Best Practices of the World's Greatest Sales Forces (Hardback)

By Rick Page

McGraw-Hill Education - Europe, United States, 2006. Hardback. Condition: New. Language: English . Brand New Book. A master of the complex sale and a bestselling author, Rick Page is also one of the most experienced sales consultants and trainers in the world. Make Winning A Habit defines the gap between what companies know to do and how they consistently perform. Page clearly identifies five Ts of transformation: Talent, Technique, Teamwork, Technology and Trust. These five elements, when fully developed and integrated into the sales and marketing organization, begin to create the habit of winning over customers in every industry. Stories of successes-and failures-from members of prominent companies help you apply the five Ts to your company's culture, and point the way to more effective plans for motivating employees, building and coaching winning teams, and improving hiring processes. Then, with the use of Page's assessment scorecard, you can compare your company with some of the strategies and practices of the best sales forces in the world. Designed to gauge your organization's effectiveness and further develop breakthrough sales growth, this scorecard highlights your strengths and weaknesses, helping you bridge the gap between where you are and where you need...



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