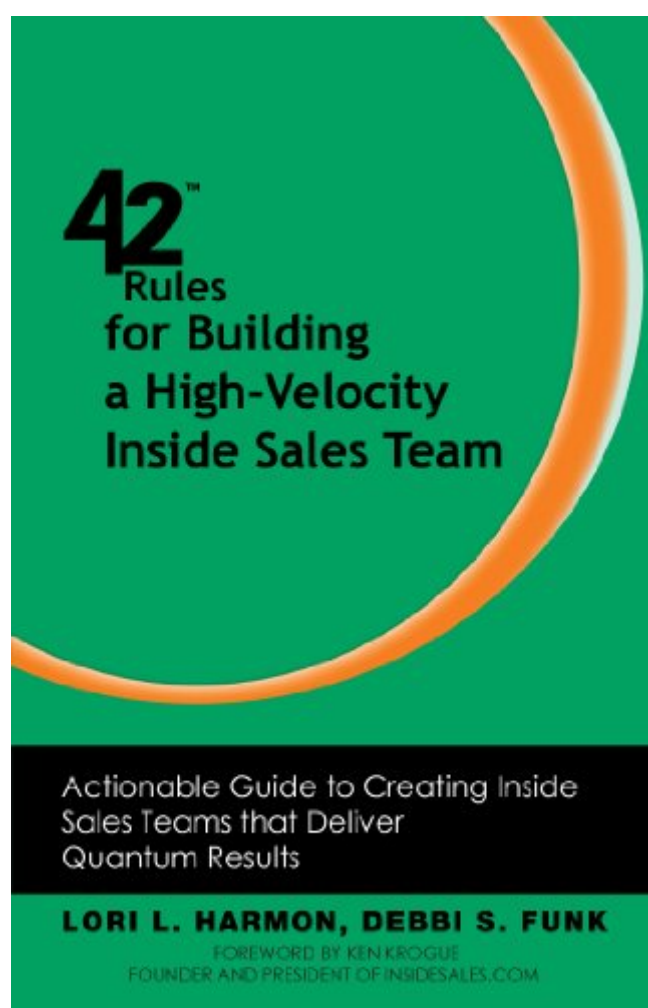


The book was found

42 Rules For Building A High-Velocity Inside Sales Team: Actionable Guide To Creating Inside Sales Teams That Deliver Quantum Results



Synopsis

Inside sales is the fastest growing sales channel due to its cost effective nature. An inside sales rep can handle far more contacts on a daily basis than their field sales counterpart. If you are a C-level executive with responsibility for delivering revenue, you cannot afford to overlook the rules contained in this fast-paced, powerful, book. *42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results™* will help you and your team understand: The key elements required to build a high-velocity inside sales team that will accelerate your revenue. The different types of inside sales teams you can leverage, how and where to staff them, and the types of tools that are required for them to operate effectively. The importance of a common sales language, consistent processes and clearly defined weekly metrics. With the popularity of inside sales skyrocketing, so is the demand for inside sales talent. Lori Harmon and Debbi Funk prepare you with the info you need to make smart choices when building a high-velocity inside sales team; This includes recognizing the specialized skills required to manage and lead an inside sales team, understanding the skills required of an ideal inside sales rep, and quantifying the cost of a bad hire. Pick up this book and see for yourself the value that these rules will help you bring to your organization.

Book Information

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Customer Reviews

Authors Lori Harmon and Debbi Funk have clearly tried to write a comprehensive guide for creating and managing a high-velocity sales team with this book and they have succeeded. They start by defining an inside sales team, teach you how to build and manage a successful team and take you all the way to optimizing your team once it is complete. My attention was captured by this sentence from the introduction "Inside sales has broken all the traditional rules." This is especially true when you remember that all sales calls were done in person at your place of work if you were the customer. Now we have the telephone, internet and e-mail many sales are being made without the sales staff ever meeting the customer! This makes it even more important that you select and train inside sales staff who can create relationships and close sales. The material in this book is structured in the following way: Foreword Introduction Rule 1 Section I: Strategy, Planning and Alignment Section II: Getting Started Section III: Leading and Managing Section IV: Optimizing Appendices: Glossary Expert Resources Onboarding Sample Schedule Productivity Metrics Social Media Phone Call Coaching Tips This book is an entire roadmap for any executive who is responsible for creating or managing an inside sales team. I learned how to build a high-velocity sales team, setting goals, using metrics, choosing and using tools, using contests to motivate (and this included some unique prize suggestions), the importance of an onboarding process and techniques for increasing sales. There are many resources included in this book such as images, charts, lists and links to statistics and studies.

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