



# Building a Winning Sales Management Team: The Force Behind the Sales Force

By Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer

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## Building a Winning Sales Management Team: The Force Behind the Sales Force By Andris A. Zoltners, Prabhakant Sinha, Sally E. Lorimer

First-line sales managers (FLMs) play a key role in helping a sales organization drive profitable revenue growth in an ever-changing business environment. But although directly responsible for managing and driving sales force performance, FLMs often don't get enough time, attention, and resources from sales leaders. "Building a Winning Sales Management Team" shows just how important FLMs are to sales organizations?and what happens when companies underinvest in these key players.

Authors of four previous books on sales management, Zoltners, Sinha and Lorimer show in "Building a Winning Sales Management Team" just how companies can nurture successful FLMs and improve sales force productivity. The book has dozens of real-life examples of how investing in first-line management paid off in a big way. In developing the book, the authors collaborated with leaders from some of the world's top companies. The authors also draw on their cumulative experience as sales and marketing consultants, faculty members at Northwestern University's Kellogg School of Management, and business speakers and writers to produce fresh, completely original insights on sales force effectiveness.

"Building a Winning Sales Management Team" shows in detail exactly how companies can improve FLM performance. The authors reveal eight key drivers for defining, creating and enabling a successful first-line sales management team, and show how FLMs are critical facilitators of change. The book also includes a self-assessment tool to help organizations determine the right priorities to start improving sales management team performance.

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### Editorial Review

#### From the Back Cover

"We think so much about salespeople and the VP of Sales that we forget about the critical importance of having the right sales managers. This book covers new territory in a fresh way to galvanize companies into building the best possible sales management team."

**- PHILIP KOTLER, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University**

"A good first-line sales manager is worth ten good salespeople, so a team of winning sales managers gives you an unbeatable competitive advantage. Using practical examples, sound theory, and proven sales force wisdom, this book shows you how to develop that winning team."

**- NEIL RACKHAM, Executive Professor of Professional Selling, University of Cincinnati. Bestselling author of *SPIN Selling and Rethinking the Sales Force***

"First-line sales managers (FLMs) have the most important role in the sales organization, functioning as the critical intermediary link between the executives who set company strategy and the salespeople who carry it out. This book helps you get the most out of the FLM as the critical driver of sales force productivity."

**- JAMES LATTIN, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University**

"We at GE have tested these principles and we're believers. Ideas from this book have helped us create growth and much improved customer connections."

**- MARK VACHON, Corporate Officer, GE**

"This book brings highly practical insight to help sales leaders gain competitive advantage by building and sustaining a winning sales management team that enables successful sales force change."

**- JEFF FOLAND, Executive Vice President, United Airlines**

#### About the Author

ANDRIS A. ZOLTNERS is a Professor Emeritus of Marketing at Northwestern University's Kellogg School of Management and a co-founder of ZS Associates. For over 30 years, he has served the business community as a professor, consultant, speaker, and author on marketing and sales force performance.

PRABHAKANT SINHA is a co-founder of ZS Associates where he has consulted on sales effectiveness for more than 200 firms in North America, Europe, and Asia. He is a former Kellogg faculty member who continues to teach sales executives at Kellogg and the Indian School of Business.

SALLY E. LORIMER is a business writer and former Principal of ZS, where she consulted with hundreds of first-line sales managers and leaders on strategies for enhancing sales effectiveness.

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**Alicia Gentry:**

Information is provisions for individuals to get better life, information today can get by anyone on everywhere. The information can be a know-how or any news even an issue. What people must be consider when those information which is inside former life are challenging be find than now's taking seriously which one works to believe or which one the particular resource are convinced. If you receive the unstable resource then you obtain it as your main information you will see huge disadvantage for you. All those possibilities will not happen within you if you take Building a Winning Sales Management Team: The Force Behind the Sales Force as the daily resource information.

**Nathanael Ma:**

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**Kathleen Blackwood:**

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