

SALES

OPTIMIZING PERFORMANCE

TO BUILD

MANAGEMENT

A POWERFUL

SALES TEAM

SUCCESS

WARREN KURZROCK

WILEY

SALES

OPTIMIZING PERFORMANCE

TO BUILD

MANAGEMENT

A POWERFUL

SALES TEAM

SUCCESS

**WARREN KURZROCK, CEO,
PORTER HENRY & CO., INC.**

WILEY

Copyright © 2020 by Warren Kurzrock. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600, or on the Web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762-2974, outside the United States at (317) 572-3993 or fax (317) 572-4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

Names: Kurzrock, Warren, author.

Title: Sales management success : optimizing performance to build a powerful sales team /

Warren Kurzrock, CEO, Porter Henry & Co., Inc.

Description: Hoboken, New Jersey : John Wiley & Sons, Inc., [2020] | Includes index. |

Identifiers: LCCN 2019011597 (print) | LCCN 2019013698 (ebook) | ISBN 9781119575917 (Adobe PDF) | ISBN 9781119575856 (ePub) | ISBN 9781119575924 (hardcover)

Subjects: LCSH: Sales management.

Classification: LCC HF5438.4 (ebook) | LCC HF5438.4 .K869 2020 (print) | DDC 658.8/1—dc23

LC record available at <https://lccn.loc.gov/2019011597>

Cover Design: Wiley

Printed in the United States of America

V10013292_082319

CONTENTS

PREFACE

vii

INTRODUCTION

ix

CHAPTER 1

How Eight Interacting Strategies Drive Synergistic Success

I

CHAPTER 2

The Dynamic Duo Sales Coaching Strategy

II

CHAPTER 3

A Strategy for Managing Sales Performance

37

CHAPTER 4

Counseling Strategy for Attitude and Performance Problems

55

CHAPTER 5

Optimize Time to Achieve Priorities Strategy

67

CHAPTER 6

A Strategy to Improve Team Selling Skills, and Yours!
79

CHAPTER 7

Strategies to Align and Enhance Sales Motivation
107

CHAPTER 8

The Strategy for Hiring Future Sales Stars Strategy
133

CHAPTER 9

Strategizing for the Ultimate Sales Leader
149

CHAPTER 10

Your Turbo-Charged Strategic Toolbox
183

ACKNOWLEDGMENTS

207

ABOUT THE AUTHOR

209

INDEX

211

Praise for

SALES MANAGEMENT SUCCESS

"This is the first book in decades that offers a complete set of practical plans, templates, and checklists for hiring, training, coaching, and counseling salespeople and leading them to peak performance. The book is a gem. It is easy to read and easier to implement."
—**Gerhard Gschwandtner**, Founder and CEO, Selling Power

"*Sales Management Success* provides today's sales managers with actionable strategies for immediate use. Cleverly designed, it delivers what B2B sales managers need to excel in today's fast-paced, highly-charged environment. This book will become the gold standard for the next generation of high-achieving sales managers."
—**Stephen J. Bistriz**, EdD, Co-Author of *Selling to the C-Suite*

"Kurzrock's excellent book distills 75 years of sales training know-how into a clear manual on how to get more sales. It is particularly suited to sales leaders and managers but anybody who wants to increase their sales will benefit greatly from the wisdom."
—**Roger Bradburn**, Chief Operating Officer and Director,
Institute for Sales Management

"Whether you are new to sales leadership or a seasoned frontline sales manager, this is a must-have book. Don't read this and stick it on the shelf but use it as a toolbox full of resources you can use throughout your career. There is equal value for sales enablement leaders and sales trainers."
—**John Hoskins**, Author of *Level Five Selling*

"Warren clearly articulates the mindset and skillset needed to be an effective sales leader. The eight strategies are a comprehensive approach to developing and retaining top sales talent, and leading and counseling sales team members. No matter your tenure as a sales leader, you will wish you had these practical tools from day one."
—**M. J. Coulson**, Consulting Director, global leadership development company

"I view this as a great training program in book form, and a real page-turner. . . . Containing unique, proven content, reinforced with feedback and tools, the book is literally a 'sales manager success' course. It fully supports the adage 'If you train a salesperson, you improve one rep, but if you train a sales manager, you improve the entire sales team.'"
—**John Kogan**, CEO, Illumeo, Inc.

Cover Design: Wiley

Subscribe to our free Business eNewsletter
at wiley.com/enewsletters

Visit wiley.com/business

WILEY



Also available
as an e-book

BUSINESS & ECONOMICS/
Management

\$25.00 USA/\$29.99 CAN

ISBN 978-1-119-57592-4

52500



9 781119 575924