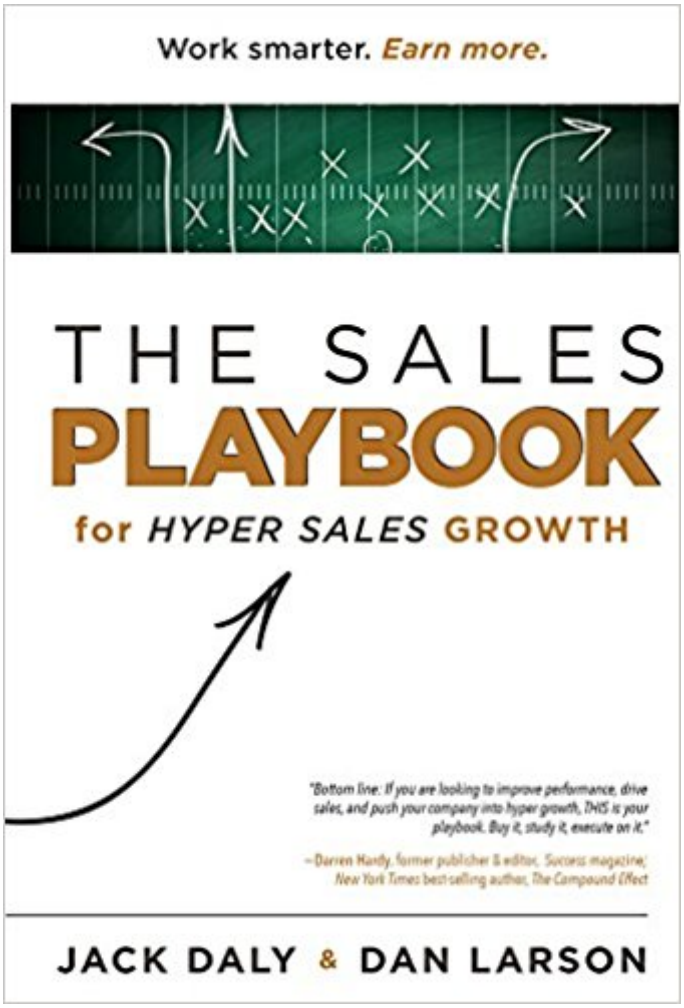
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# The Sales Playbook: For Hyper Sales Growth




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## Synopsis

As a salesperson, how much time do you spend learning proven sales techniques from your companyÃ¢â ¬â„¢s Top Producers? How much time do you spend practicing those techniques in-house, refining them with other team members before taking your final, polished approach on the road? And how much time each day or week does your Sales Manager spend helping you develop those high-performing techniques and processes?Same question for you, Sales Managers: How much of your day or week is dedicated to growing your sales team? How much time do you spend teaching or arranging for the mentoring or practicing of proven sales techniques? Are you teaching your salespeople how to fish, or are you just telling them how many fish they need to bring in to meet quota?In The Sales Playbook for Hyper Sales Growth, we not only delve into the necessity of developing these processes within a company but also provide valuable techniques, tools, and procedures that sales teams can begin implementing immediately.

## Book Information

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## Customer Reviews

Jack Daly is an international expert in sales and sales management, bringing with him thirty-plus years of field-proven experience that started with CPA firm Arthur Andersen and has since led to CEO positions with several national companies. An internationally recognized speaker, Jack delivers explosive keynote and general- session presentations, interactive workshops, in-depth seminars, and lively training sessions that inspire audiences to take action in the areas of sales, sales management, corporate culture, customer loyalty, and personal motivation.As president, CEO,

and head sales coach for Leverage Sales Coaching, Dan Larson has led a talented team of coaches and support staff in offering high-quality sales and sales development services that coach and train owners, executives, and all levels of Managers and salespeople on how to increase their individual performances and the performances of their team and company. With thought leadership and directional advice from industry leaders such as Jack Daly and various CEO coach organizations and CEO enclaves, Leverage Sales Coaching maintains a close network of trusted referral specialists working around the United States, Canada, Australia, and the United Kingdom, all with a uniform purpose in mind for their clients: Grow your Managers. Grow your sales team. Multiply your profits.

I've had the pleasure of attending Jack's Sales Manager Summit and this book takes his teachings to the next level. I pre-ordered one copy, devoured it, then ordered two more copies for my colleagues. This is not your typical guide-to-sales book. It includes tools to help you TAKE ACTION quickly. The templates provided for goal achieving plans, best questions guide and how to create a sales process scorecard are just a few of the tools provided that any company/any team would find beneficial. Thank you Jack and Dan!

This book is essentially a basic toolbox for B2B sales. Easy to read and straightforward. Not very sophisticated, which is both its merit and its limitation. No novelty. No surprises (good or bad). Selling as it has always been. Maybe selling as it used to be. These days, with so much information available in the marketplace and such skilled buyers, in many (most?) situations this prescription to sell will (likely) not work any more.

Excellent easy read - Definitely a guide book to successful sales

Very informative, logical and thought provoking - for anyone in sales - sales management it a must book for your education and library - thanks Jack Daly and Dan Larsen

I was able to get my hands on an early copy of this book after our co-founder went to a conference jack spoke at in AZ.This book is absolute gold so far. Speaking from a startup where we are putting these processes in place this has been a huge resource. It covers everything from start to finish of your sales process and how to implement/practice with the team. I am an Account Exec looking to move into a Sales Manager Role and this is a perfect balance between fine tuning your selling skills,

defining your sales process, and managing a sales team.Awesome side note - I was reading this book on a Sunday and was having trouble accessing the additional content since I had an early copy. I called the support number and Dan personally answered. He took time to answer some questions specific to my sales process and personally emailed his tech guy to get me what I needed!!!

The didn't think I'd find anything better than Jack in person for getting revved up to do sales... it turns out it is having a constant resource of Jack and a playbook to follow to turn his wisdom into practice. I particularly like how practical this is- and measurable. You either do it or you don't.Sales is an art for sure, yet with this book, Jack helps distill it into steps that anyone can do. Bravo.

Warning... The Sales Playbook is not anecdotal or fluffy. It's a proven how to / instructional book for those seriously looking for results. I urge you to read and embrace the many opportunities offered to improve your sales process, your results, and your bottom line.

I choose books by their authors not their titles. I want to know that I'm learning from someone who truly has the wisdom, experience and ability to guide me where I want to go. I chose this book. Jack is my man! I always learn better when he's teaching me.

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