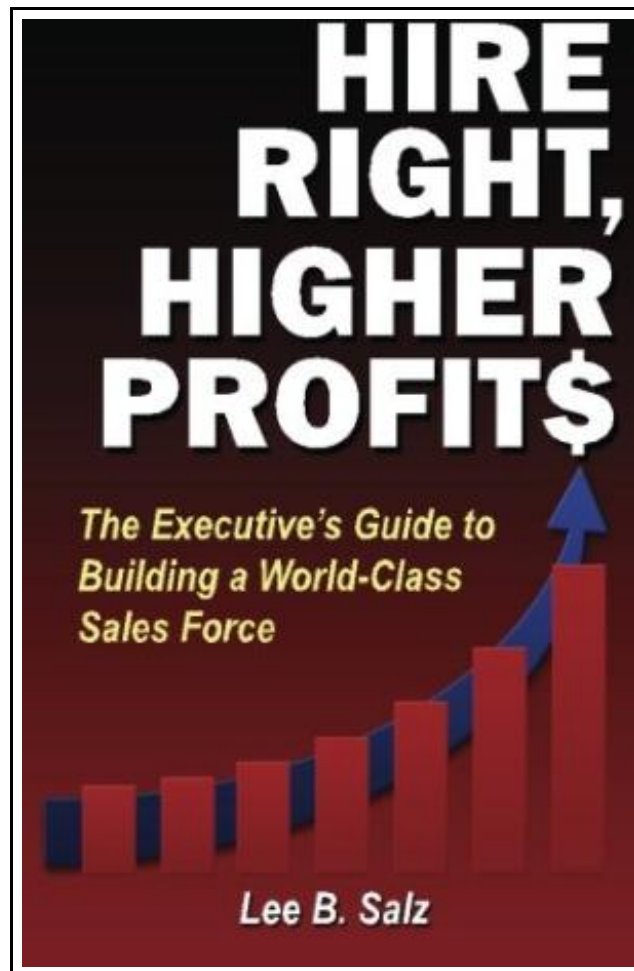


## Hire Right, Higher Profits The Executives Guide to Building a World-Class Sales Force



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*(Letha Okuneva)*

## HIRE RIGHT, HIGHER PROFITS THE EXECUTIVES GUIDE TO BUILDING A WORLD-CLASS SALES FORCE



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 154 pages. Dimensions: 8.4in. x 5.4in. x 0.5in. Hired and fired. . . Its the revolving door on sales teams. Executives hire what they believe to be great salespeople, but the results never come and the salespeople are let go. This perpetual cycle eradicates profits, makes revenue targets pipe dreams, and has sales leaders pulling out their hair in frustration. Despite these issues, executives continue to try to hire great salespeople. That three-word expression is exactly what Hire Right, Higher Profits is all about. Sales management strategist, Lee Salz begins the book by challenging readers with the 25, 000 Revenue Test which most executives fail. Then, he hits readers between the eyes with the statement there are no great salespeople and offers proof of it! He also cautions those executives who view the competition as their primary sales talent source of its risks. But Salz doesnt stop there! He challenges executives to shift their perspective from hiring salespeople to investing in revenue. Each salesperson represents a revenue investment made by the company with the core objective of receiving a fast, high return on it no different than when companies invest in sales strategies, tactics, and ideas to grow revenue. Hire Right, Higher Profits teaches executives how to determine what type of revenue investment is needed, evaluate revenue investment candidates and get a fast, high return on the investment made in their new salespeople. The book is a step-by-step, practical guide teaching you how to implement the revenue investment concept impacting both the top and bottom lines. Its a fun, educational read and is chock-full of stories as you learn how to: Shift your executive teams perspective from hiring salespeople to investing in revenue Identify the factors...

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