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Part Four of a Four Part Series This is the fourth and final installment in our series introducing research from our best-selling book Cracking the Sales Management Code. Previously we defined a framework for measuring and managing the sales force and revealed interconnections among the metrics identified. (See part 1, part 2 and part 3.)...

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fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't.

Cracking The Sales Management Code by Jason Jordan

Jason is a recognized expert in the domain of business-to-business sales. He teaches sales management at the University of Virginia's Darden Graduate School of Business. He is the author of the best seller 'Cracking the Sales Management Code'.

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Cracking The Sales Management Code

Cracking the Sales Management Code is a groundbreaking book for sales managers and executives who want greater control over sales performance. Based on new research into how world-class sales forces measure and manage their sellers, it provides a best practice approach to identify and implement the critical activities and metrics that drive business results.

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Cracking the Sales Management Code - VantagePoint

Part Two of a Four Part Series. In this

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series of blogs, we introduce research findings from our best-selling book, Cracking the Sales Management Code. In the first blog, we revealed that there are three levels of sales force metrics, as judged by their 'manageability':. Business Results like percent revenue growth, which are completely unmanageable ...

Cracking the Sales Management Code: A Closer Look at Sales ...

Part One of a Four Part Series. We're delighted to write a four-part blog series to introduce the research findings from our best-selling book, Cracking the Sales Management Code. Ground-breaking research and insights from the book have transformed sales management thinking within global companies like GE, 3M, Tyco, and many others.