



Saleshood: How Winning Sales Managers Inspire Sales Teams to Succeed (Hardback)

By Elay Cohen

Greenleaf Book Group LLC, United States, 2014. Hardback. Book Condition: New. 218 x 150 mm. Language: English . Brand New Book. A playbook that empowers sales managers to think like CEOs and act like entrepreneurs At , Elay Cohen created and executed the sales productivity programs that accelerated the company s growth to a \$3 billion-plus enterprise. The innovation delivered over these years by Elay and his team resulted in unprecedented sales productivity excellence. Based on that experience, Elay embarked on a journey to help every company in the world grow like . After working with many organizations and further reflecting on his time at , it became apparent that one key player was best positioned to accelerate growth in organizations: the first-line sales manager. Empowering sales managers to own and execute their own sales programs, as entrepreneurs would, became the focus of this book and his technology company. First-line sales managers are the backbone of every sales organization. They make it happen. They re where the rubber meets the road in pipeline generation, revenue growth, and customer success. These sales managers serve as the voice of salespeople to organizations, and as the organizational voice back to salespeople. In this...



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