



From Selling to Managing: Guidelines for the First-Time Sales Manager

Ronald BROWN

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The sudden transformation from player to coach is a dramatic one, and managers are usually expected to make the transition under their own steam. This dilemma is faced by many high-powered salespeople.

A compact primer on making the difficult move from a narrow independent workstyle to a host of diverse responsibilities, this guidebook is written in a quick-grasp, conversational style perfect for the new sales manager. In clear, simple terms it shows how to:

- * Plan sales force operations efficiently
- * Implement the plan
- * Appraise the sales force and operations
- * Control operations
- * Communicate up and down in the organization
- * Recruit and maintain the sales force

From Selling to Managing gives the newly appointed manager everything he or she needs to be a success -- again.

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