



# **Building a Winning Sales Team: How To Recruit, Train, And Motivate The Best (Entrepreneur's Guide)**

*Gini Graham Scott*

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## **Building a Winning Sales Team: How To Recruit, Train, And Motivate The Best (Entrepreneur's Guide)** Gini Graham Scott

BUILDING A WINNING SALES TEAM provides the basic steps for setting up, growing, and motivating a successful sales team for company owners and sales managers and supervisors. The book begins with chapters on recruiting sales people, whether you want to organize your own sale team or set up a network of independent distributors. Other chapters cover orientating and motivating your sales people, setting up a training program, managing time and territory, providing support for your sales people, creating materials to sell, and organizing effective sales meetings. The book includes charts, templates, and other materials you can adapt for your own organization. The book is ideal for both entrepreneurs starting their own company and company owners and managers in a corporate setting.

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