



# Smart Sales Manager: The Ultimate Playbook for Building and Running a High-Performance Inside Sales Team

*Josiane Chriqui Feigon*

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Inside sales is overtaking field sales—and driving profits! Businesses now rely on it to generate up to 50% of their revenue. The exploding demand for inside sales leaders means that top reps are being promoted even if they are unprepared for management. Despite their expertise with traditional techniques, many don't "get" the new world of Sales 2.0. They don't know how to train their teams in social selling, digital communications, and disruptive content creation, skills that are absolutely vital in today's sales environment. The pressure to produce can be crushing, but the guidance provided has been minimal...until now. Smart Sales Manager shows readers how they can lead their inside sales squads to success—from hiring and motivating to training, coaching, and more, including:

- Customer 2.0: Selling to the new elusive buyer
- Tools 2.0: Choosing the best sales productivity and intelligence tools for their team
- Talent 2.0: Hiring, training, and retaining inside sales superheroes
- Manager's cheat sheets: Motivational strategies to salvage deals, engage employees, and boost managerial clout. Complete with real-life examples and smart sales strategies, this indispensable resource will bring managers up to speed fast.

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