

Smart sales manager: the ultimate playbook for building and running a high-performance inside sales team

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Abstrak

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 elusive buyer; Tools 2.0: Choosing the best sales productivity and intelligence tools for their team; and Talent 2.0: Hiring, training, and retaining inside sales superheroes.