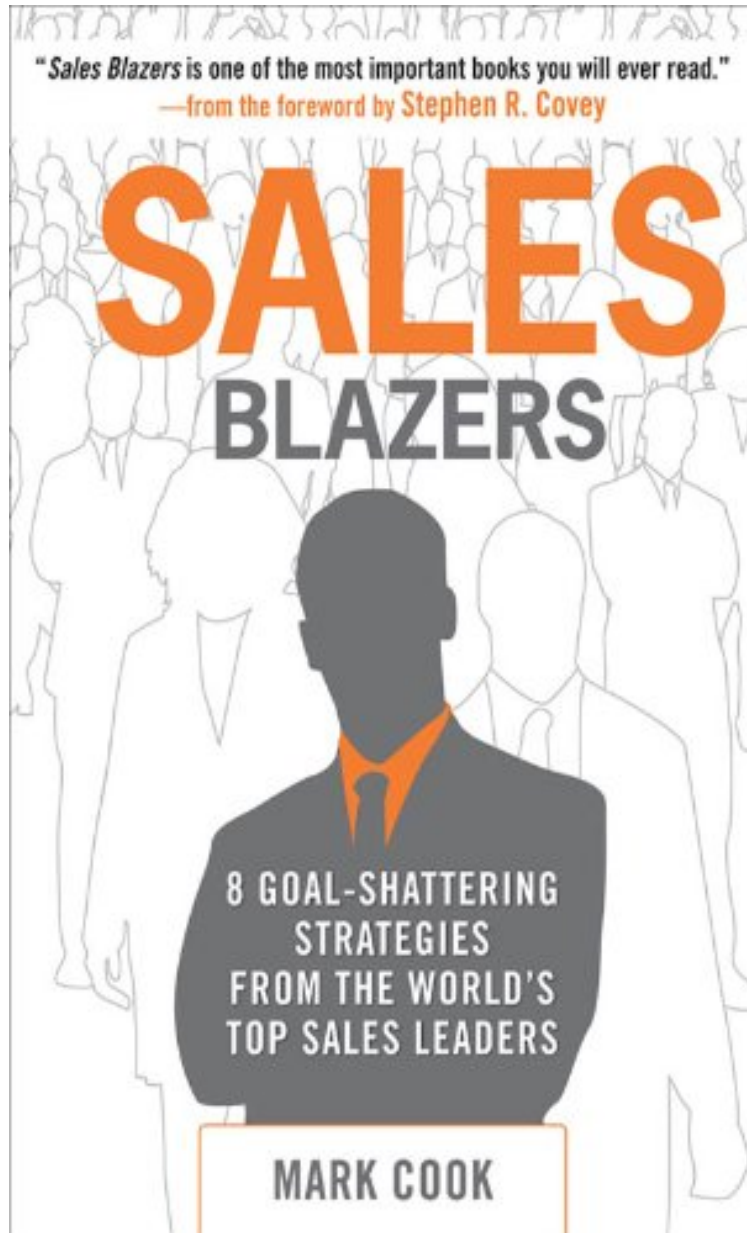


[Read and download] Sales Blazers: 8 Goal-Shattering Strategies from the World's Top Sales Leaders

## Sales Blazers: 8 Goal-Shattering Strategies from the World's Top Sales Leaders

Mark Cook

DOC | \*audiobook | ebooks | Download PDF | ePub



DOWNLOAD



READ ONLINE

#2292824 in eBooks 2008-03-30 2008-05-08File Name: B0013TPVLU | File size: 18.Mb

Mark Cook : Sales Blazers: 8 Goal-Shattering Strategies from the World's Top Sales Leaders before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Blazers: 8 Goal-Shattering Strategies from the World's Top Sales Leaders:

1 of 1 people found the following review helpful. This book is terrible  
By A passionate reader  
This book is terrible. Full of insignificant anecdotes - e.g. how the author realized that he needed a calorie deficit to lose weight - it starts with a horrible story of a woman being amputated from both legs and one arm and goes on to say that this is just what might happen to you if you don't follow the strategies in the book! Talk about good taste. It is, of course, endorsed by people who are quoted in the book - talk about ethics. And the English used by the author is utterly complicated - "spark a performance pursuit" ?!?, "heighten reward potency"?!? And there is not one piece of concrete advice about how to increase sales in the book. If I could I would put zero stars.  
2 of 3 people found the following review helpful. Great book to motivate sales teams  
By R. Highfill  
I have given out a stack of these books to my sales team. Mark Cook has not only outlined a road map to make any sales person better, but also provides enough details to allow even a rookie to succeed. Once you start reading the book, you will be compelled to complete it as soon as possible, so that you can implement the plan. This was the first book in over 5 years that I felt addressed the needs of the salesman, sales manager, and leadership, while motivating all of them to set higher goals and be able to achieve them. Remarkable achievement!  
1 of 2 people found the following review helpful. It's the only book on sales LEADERSHIP I know of  
By Kelly D. Phillipps  
There are tons of great books on selling, many of these books claim there is only one way of selling and they usually tell you what to do but not always why. This book is totally different it's not about selling it's about leading, specifically sales people. In plain language the author points out the simple truth of how to lead sales growth and he even tells you why these techniques work.

The challenge: achieve high-level growth on an annual basis. Every sales professional faces it. Mark Cook, a growth leadership consultant for leading performance improvement company O.C. Tanner, called on top sales earners at leading organizations worldwide to discover their secrets for sales success. The results revealed trailblazing strategies for dramatic growth--which can be repeated by salespeople at any level and used to lead sales and support teams in any industry. *Sales Blazers* explores these eight advanced strategies that Cook observed in "Sales Blazers" across the board at Fortune 500 and Inc. 500 companies. Pulling from his experience as a sales leader in the trenches, Cook reveals how these sales leaders use each breakthrough strategy to consistently outperform trends and their competition--creating extraordinary growth. He outlines the "Sales Blazer Method," which encompasses the eight strategies common to all top earners. You'll see how effective sales leaders: He also outlines the "Sales Blazer Method," which encompasses the eight strategies common to all top earners. You'll see how effective sales leaders: 1. Start with a clean bill of health to increase selling time 2. Spark a performance pursuit to influence and motivate 3. Get the Express Pass to accelerate relationships and beat the competition 4. Play your depth chart to align strengths and engage broader talent 5. Activate expectations to reach this quarter's goals 6. Coach like a professional to strengthen your advisory role 7. Offer RSVP feedback to achieve better results 8. Heighten reward potency to increase momentum Used in concert, these strategies help you prepare more effectively, and improve your ability to lead and achieve goal-shattering results year after year.

From the Back Cover  
**PROVEN STRATEGIES THAT LEAD TO EXTRAORDINARY SALES** "Sales Blazers is a journey through how extraordinary performers lead clients, colleagues, and teams. The leadership strategies are derived from the world of sales but are critical for leaders on a quest to move their respective needles."  
"ADRIAN GOSTICK and CHESTER ELTON, Bestselling authors of the Carrot Principle and the Carrot business series "Sales Blazers sparks increased revenue performance for corporate sales with a clear and dynamic plan for success."  
"MICHAEL GREENBAUM, CEO, CyraCom "The techniques and methods illustrated in this book help provide sales leaders with clear and concise guidance to achieve high-performance growth in any industry. Mark has taken the guesswork out of driving home sales and compiled a definitive directory of proven methods that is sure to benefit any workforce."  
"TERRY MARKWART, Director, Special Accounts Sales, Canon U.S.A., Inc. "Sales Blazers is an excellent guide that brings proven concepts to office floor practice. It elevates your mind, tests your understanding, and directs your energy to reach your full potential as an individual salesperson or as a corporate sales force."  
"ROGER MCQUEEN, Managing Partner, Northwestern Mutual Financial Network  
About the Author  
Mark Cook is a sought-after and compelling keynote speaker, author, and advisor on growth leadership around the world. Cook has deep leadership experience in sales and marketing at FranklinCovey, Center 7, and now, O.C. Tanner--the revered performance and recognition company behind the bestselling Carrot Management titles and One-Page Project Manager.