



Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance

Jason Jordan , Michelle Vazzana

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Boost sales results by zeroing in on the metrics that matter most

"Sales may be an art, but sales management is a science. Cracking the Sales Management Code reveals that science and gives practical steps to identify the metrics you must measure to manage toward success."

--**Arthur Dorfman, National Vice President, SAP**

"*Cracking the Sales Management Code* is a must-read for anyone who wants to bring his or her sales management team into the 21st century."

--**Mike Nathe, Senior Vice President, Essilor Laboratories of America**

"The authors correctly assert that the proliferation of management reporting has created a false sense of control for sales executives. Real control is derived from clear direction to the field--and this book tells how to do that in an easy-to-understand, actionable manner."

--**Michael R. Jenkins, Signature Client Vice President, AT&T Global Enterprise Solutions**

"There are things that can be managed in a sales force, and there are things that cannot. Too often sales management doesn't see the difference. This book is invaluable because it reveals the manageable activities that actually drive sales results."

--**John Davis, Vice President, St. Jude Medical**

"*Cracking the Sales Management Code* is one of the most important resources available on effective sales management. . . . It should be required reading for every sales leader."

--**Bob Kelly, Chairman, The Sales Management Association** "A must-read for managers who want to have a greater impact on sales force performance."

--**James Lattin, Robert A. Magowan Professor of Marketing, Graduate School of Business, Stanford University**

"This book offers a solution to close the gap between sales processes and business results. It shows a new way to think critically about the strategies and tactics necessary to move a sales team from good to great!"

--**Anita Abjornson, Sales Management Effectiveness, Abbott Laboratories**

About the Book:

There are literally thousands of books on selling, coaching, and leadership, but what about the particulars of managing a sales force? Where are the frameworks, metrics, and best practices to help you succeed?

Based on extensive research into how world-class companies measure and manage their sales forces, *Cracking the Sales Management Code* is the first operating manual for sales management. In it you will discover:

The five critical processes that drive sales performance

How to choose the right processes for your own team

The three levels of sales metrics you must collect

Which metrics you can "manage" and which ones you can't

How to prioritize conflicting sales objectives

How to align seller activities with business results

How to use CRM to improve the impact of coaching

As Neil Rackham writes in the foreword: "There's an acute shortage of good books on the specifics of sales management. *Cracking the Sales Management Code* is about the practical specifics of sales management in the new era, and it fills a void."

Cracking the Sales Management Code fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year.

Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance Details

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From Reader Review Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance for online ebook

Edouard Kieffer says

Well structured and good insights on people management and pupliene management.

Alberto Espinoza says

Uno de los mejores libros de gerencia de ventas

Un libro que todo gerente de ventas de mercados B2B no puede dejar de leer. Sigue tan vigente como cuando fue publicado...

Wolfgang says

Good start, then a more difficult read

In the first part of the book where it's about setting the scene I found myself highlighting section after section.

That quality was not maintained when it moved into the 'now what' (paraphrased) part. Quite theoretical and hardly any practical examples. The examples given are constructed and don't use real names.

Still a valuable read, but quite dry after the first part.

Dave Applegate says

Stellar book on not only sales management but how to think of business metrics & results as a whole.

Jordan's book made me ask am I measuring this for a reason? If so, what metric pulls the strings to make sure I accomplish the business objective.

Akshay says

I wish someone had given this book to me several years ago. The authors start with thinking about metrics that can be used to bring more rigor to sales and classify the ~300 most commonly used sales metrics into Results Metrics, Objectives Metrics, and Activities Metrics. They posit that managers/management can only affect Activities Metrics but spend the majority of their time on Results metrics. They outline a framework in which managers can create metrics for each part of the sales process and bring more rigor to their sales process and avoid expensive mistakes. There's a lot in it for sales managers and analysts to learn, and I've started doing things differently even as I read the book. Excited to implement more of what it outlines.

Janez Hadalin says

A must book for any sales manager

You rarely find business books that actually teach how to do something and not just what to do. hundred that, seven those,...

This book shows exact path.

Chris Bray says

I'm not much of a business book reader, but a friend recommended this and I found the information excellent. If you are a sales leader this is a must read book.

Tom Clawser says

A great read supported by great research. I have implemented the AORs taught in the book and look forward to first-quarter results!

Esraa Talaat says

I couldn't finish it. I probably just chose the wrong book, but it had too many details I didn't care about. Too much repetition of ideas also.

It felt like it would be good for a person who is doing research on Sales management, and that person is not me.

Tamara Eggbeer says

One of the best tools on my shelves. Professional management and training is practiced in almost all disciplines except sales management, this book helps by providing guidance on implementing a program that works!

Paul says

A typical example of a full-length book that could have been covered in a 15-page paper. The first three chapters were great and provided an excellent system for improving sales management. But then they ran out of interesting or valuable ideas, and it felt like watching paint dry. The Cliff notes on this book (if there are any) would be much better.

Marcin Siech says

good ideas, far too long

Vijay says

brilliant book. great insights. simply written. no fancy jargon. no regurgitation of concepts and ideas unlike most business books. in a long time I have read a management book cover to cover

Paul says

Bible of sales management. Concise, practical, holistic - this book lays out a coherent sales operations framework which can be deployed in virtually any sales-driven environment to maximize sales force productivity.

Iskandar Iskak says

Gave me immediate executable actions linked to strategic insights

Although the book is sales related, insights and concepts are easily related to other function and parts of any organization. It's tenets is basic: ie ensure activities are aligned to what the organization want to be. I also see how important enablement function is and perhaps in later books this would be a focal point of discussion as it was touched ever so slightly here.
