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How to Hire and Develop Your Next Top Performer, 2nd edition: The Qualities That Make Salespeople Great

Herb Greenberg, Patrick Sweeney

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The sales management classic—updated for today's competitive business environment

Advanced digital technologies, the breakdown of traditional business barriers, and increased customer empowerment have transformed the sales profession. The future now belongs to salespeople who deeply understand, embrace, and take advantage of these unprecedented changes to enhance their relationships with their customers.

What does this mean for you? **You absolutely need these people on your team to succeed.** And this fully updated edition of *How to Hire and Develop Your Next Top Performer* will show you how to find them, attract them, and retain them. It's the key to maintaining the competitive edge now and in the future.

Written by the CEO and president of Caliper, one of the world's leading management consultancies, *How to Hire and Develop Your Next Top Performer*, Second Edition, delivers the proven game plan their company has used to power growth for SAP, Avis Budget Group, and thousands of other clients.

Updated and revised for the age of the digitally connected customer and expanded to cover global and remote leadership topics, this one-of-a-kind guide gives you essential strategies to:

- Recruit and evaluate candidates via social media and other platforms
- Spot the qualities of top performers—and make sure the entire sales team has them
- Set realistic coaching goals
- Understand the psychology of "A" players, so you can give these stars what they need to succeed

When you know how to hire, onboard, coach, motivate, and lead a powerful sales team, nothing can stop you. *How to Hire and Develop Your Next Top Performer* is the essential playbook for long-term sales success.

Praise for *How to Hire and Develop Your Next Top Performer*:

"We wouldn't hire a salesperson without Caliper's advice. If you're concerned about recruiting the right person and driving increased profitable sales, you've got to read this book!"
—Thomas M. Gart land, President, North America, Avis Budget Group, Inc.

"This book has changed my life and, more importantly, it has changed the lives of many of my customers."
—Peter Smith, Executive Vice President of Sales and Marketing, Hearts On Fire

"Caliper can dramatically improve your ability to hire and develop top performers. If you want to increase sales, read this book before your competition gets a hold of this gem."
—Gerhard Gschwandtner, Founder and Publisher, *Selling Power*

"There is no better book on hiring and developing top performing salespeople."

,b>—Ron Rubin, Minister of Tea (Owner), The Republic of Tea

“This book should be on the desk of anyone interested in creating the best sales organization possible.”
—Sean Sweeney, President, Chief Operating Officer, Philadelphia Insurance Companies

“A must read. This book can save you a lot of wasted time and energy, while increasing your success rate dramatically.”
—Alyson Brandt, Executive Vice President, General Manager Americas, The Forum Corporation

To discover your defining qualities, take Caliper’s free, in-depth personality profile and receive a developmental guide pinpointing the qualities that distinguish you, along with suggestions for developing your potential.

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William Martin:

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Kathy Natal:

Reading can called brain hangout, why? Because when you find yourself reading a book particularly book entitled How to Hire and Develop Your Next Top Performer, 2nd edition: The Qualities That Make Salespeople Great your brain will drift away trough every dimension, wandering in most aspect that maybe not known for but surely can be your mind friends. Imaging every single word written in a guide then become one contact form conclusion and explanation that will maybe you never get prior to. The How to Hire and Develop Your Next Top Performer, 2nd edition: The Qualities That Make Salespeople Great giving you yet another experience more than blown away your mind but also giving you useful information for your better life in this particular era. So now let us explain to you the relaxing pattern at this point is your body and mind will be pleased when you are finished reading it, like winning a sport. Do you want to try this extraordinary paying spare time activity?

Tyler Smith:

The book untitled How to Hire and Develop Your Next Top Performer, 2nd edition: The Qualities That Make Salespeople Great contain a lot of information on that. The writer explains the girl idea with easy means. The language is very straightforward all the people, so do certainly not worry, you can easy to read the item. The book was authored by famous author. The author will take you in the new era of literary works. You can actually read this book because you can please read on your smart phone, or program, so you can read the book in anywhere and anytime. If you want to buy the e-book, you can start their official web-site and order it. Have a nice examine.

Josephine Widman:

In this period of time globalization it is important to someone to acquire information. The information will

make anyone to understand the condition of the world. The healthiness of the world makes the information simpler to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You will see that now, a lot of publisher which print many kinds of book. The book that recommended to your account is How to Hire and Develop Your Next Top Performer, 2nd edition: The Qualities That Make Salespeople Great this reserve consist a lot of the information on the condition of this world now. This kind of book was represented how does the world has grown up. The dialect styles that writer make usage of to explain it is easy to understand. Typically the writer made some exploration when he makes this book. This is why this book suitable all of you.

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