



Sales Growth: Five Proven Strategies from the World's Sales Leaders

By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark

Download now

Read Online ➔

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark

A comprehensive guide to how companies can drive sales growth

Finding growth today can be an enormous challenge for companies in a complex and fast-changing business environment. There are no simple solutions, but in *Sales Growth*, experts from McKinsey & Company provide a practical blue-print for achieving this goal by revealing what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Broken down into five overarching strategies, this book focuses on the valuable lessons that power growth, including how to get ahead of the competition by taking advantage of trends and turning complex analysis into simple guidelines that sales reps on your front line need to sell better. Page by page, you'll learn how successful sales executives find untapped pockets of growth, act like locals to make the most of emerging markets opportunities, and power growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

- Based on interviews of more than 120 of today's most successful global sales leaders, from a wide array of B2C and B2B organizations
- Offers real-life examples of how successful sales leaders overcame the challenges encountered in the quest for growth
- Contains insights on finding growth before your competitors, optimizing sales operations and technology, developing sales talent and capabilities, and much more

Created *by* sales executives *for* sales executives, this book will provide you with the practical guidelines and useful insights to drive sales growth today and in the future.

 [**Download** Sales Growth: Five Proven Strategies from the Worl ...pdf](#)

 [**Read Online** Sales Growth: Five Proven Strategies from the Wo ...pdf](#)

Sales Growth: Five Proven Strategies from the World's Sales Leaders

By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark

A comprehensive guide to how companies can drive sales growth

Finding growth today can be an enormous challenge for companies in a complex and fast-changing business environment. There are no simple solutions, but in *Sales Growth*, experts from McKinsey & Company provide a practical blue-print for achieving this goal by revealing what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Broken down into five overarching strategies, this book focuses on the valuable lessons that power growth, including how to get ahead of the competition by taking advantage of trends and turning complex analysis into simple guidelines that sales reps on your front line need to sell better. Page by page, you'll learn how successful sales executives find untapped pockets of growth, act like locals to make the most of emerging markets opportunities, and power growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

- Based on interviews of more than 120 of today's most successful global sales leaders, from a wide array of B2C and B2B organizations
- Offers real-life examples of how successful sales leaders overcame the challenges encountered in the quest for growth
- Contains insights on finding growth before your competitors, optimizing sales operations and technology, developing sales talent and capabilities, and much more

Created *by* sales executives *for* sales executives, this book will provide you with the practical guidelines and useful insights to drive sales growth today and in the future.

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark Bibliography

- Sales Rank: #816021 in Books
- Brand: Brand: Wiley
- Published on: 2012-04-24
- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x .95" w x 5.85" l, .83 pounds
- Binding: Hardcover
- 256 pages

 [**Download** Sales Growth: Five Proven Strategies from the Worl ...pdf](#)

 [**Read Online** Sales Growth: Five Proven Strategies from the Wo ...pdf](#)

Download and Read Free Online Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark

Editorial Review

Review

Sales Growth belongs in the selling-as-science school. The book argues that data, process management and outsourcing can do as much for sales departments as for other areas of the corporation. Companies should create sales 'factories' where sales teams are ministered to by support people from other disciplines, and equip them with computing devices rather than briefcases. This book, which finally gives the field some proper attention, is long overdue."—*The Economist* "**Can the Dubious Art of Selling Become More Scientific?" (Book Review, April 6, 2012)**

"Reading this book is like walking into a room where more than a hundred of the world's sales leaders are openly sharing their perspectives. *Sales Growth* puts sales management back where it belongs: at the center of management thinking about what makes business successful."

—**MARC BENIOFF, Chairman and CEO, salesforce.com**

"If timing is everything, then *Sales Growth* has it made. We are at an inflection point where massive changes in technology and customer behavior point to growth opportunities. This book provides a critical blueprint for bridging those opportunities—both those in future and right in front of us."

—**RICHARD KELLAM, Global Chief Customer Officer, Mars**

"This book is a must read for sales executives in emerging markets. The research and practical ideas clearly spell out how to create a global sales strategy with a local edge."

—**RICARDO VILLELA MARINO, CEO, Itaú Latin America, Board Member, Itaú Unibanco**

"*Sales Growth* shares wisdom that successful sales leaders have cultivated to create greater value for their customers and their companies. It offers a compelling set of case examples that combine the art of selling with true analytical rigor and operational know-how."

—**GERHARD GSCHWANDTNER, CEO, Selling Power magazine**

"Improving sales performance with methods and tools is a must. A refreshing change beyond the common focus on back office and operational excellence. This book is fact based and takes a unique customer perspective. I have no doubt that the practical insights laid out here lead to sales growth."

—**MICHEL CROCHON, Executive Vice-President, Schneider Electric**

"*Sales Growth* is essential reading for business leaders and MBA students. It is a thoughtful and practical addition to the discipline of sales management. Using timely stories and provocative anecdotes, the authors provide executives with an important and accessible book."

—**DAVID SCHMITTLEIN, John C. Head III Dean, MIT Sloan School of Management**

From the Inside Flap

The challenges facing today's sales executives and their organizations continue to grow, but so do the expectations that they will find ways to overcome them *and* drive consistent sales growth.

There are no simple solutions to this situation, but in *Sales Growth*, experts from McKinsey & Company

provide a practical blueprint for achieving this goal by exploring what world-class sales executives are doing right now to find growth and capture it—as well as how they are creating the capabilities to keep growing in the future.

Based on interviews with more than 120 of today's most successful global sales leaders from a wide array of organizations and industries, *Sales Growth* puts the experiences of these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth.

The book, broken down into five overarching strategies for successful sales growth, shares valuable lessons on everything from how to beat the competition by looking forward to turning complex analysis into simple messages for the front line. Page by page, you'll learn how sales executives are digging deeper than ever to find untapped growth, maximizing emerging markets opportunities, and powering growth through digital sales. You'll also discover what it takes to find big growth in big data, develop the right "sales DNA" in your organization, and improve channel performance.

The in-depth interviews with sales leaders at BMW, Caterpillar, Coca-Cola Enterprises, EMC, Google, Lattice Engines, Novartis, Pioneer Hi-Bred, salesforce.com, Samsung, SWIFT, VimpelCom, Vodafone, and Würth provide rare insights into a range of topics. Their stories, as well as numerous case studies, touch on some of the most essential elements of sales, from adapting channels to changing customer needs to optimizing sales operations and technology, developing sales talent and capabilities, and effectively leading the way to sales growth.

Engaging and informative, this timely book details proven approaches to tangible top-line growth and an improved bottom line. Created specifically for sales executives, it will put you in a better position to drive sales growth in today's competitive market.

From the Back Cover

Praise For *Sales Growth*

"Reading this book is like walking into a room where more than a hundred of the world's sales leaders are openly sharing their perspectives. *Sales Growth* puts sales management back where it belongs: at the center of management thinking about what makes businesses successful."

—**Marc Benioff**, Chairman and CEO, salesforce.com

"If timing is everything, then *Sales Growth* has it made. We are at an inflection point where massive changes in technology and customer behavior point to growth opportunities. This book provides a critical blueprint for bridging those opportunities—both those in the future and right in front of us."

—**Richard Kellam**, Global Chief Customer Officer, Mars

"This book is a must-read for sales executives in emerging markets. The research and practical ideas clearly spell out how to create a global sales strategy with a local edge."

—**Ricardo Villela Marino**, CEO, Itaú Latin America; Board Member, Itaú Unibanco

"*Sales Growth* shares wisdom that successful sales leaders have cultivated to create greater value for their customers and their companies. It offers a compelling set of case examples that combine the art of selling with true analytical rigor and operational know-how."

—**Gerhard Gschwandtner**, CEO, *Selling Power* magazine

"Improving sales performance with methods and tools is a must. A refreshing change beyond the common

focus on back office and operational excellence. This book is fact-based and takes a unique customer perspective. I have no doubt that the practical insights laid out here lead to sales growth."

—**Michel Crochon**, Executive Vice-President, Schneider Electric

"*Sales Growth* is essential reading for business leaders and MBA students. It is a thoughtful and practical addition to the discipline of sales management. Using timely stories and provocative anecdotes, the authors provide executives with an important and accessible book."

—**David Schmittlein**, John C. Head III Dean, MIT Sloan School of Management

Users Review

From reader reviews:

Nancy Fisher:

Hey guys, do you desire to find a new book to see? Maybe the book with the headline *Sales Growth: Five Proven Strategies from the World's Sales Leaders* suitable to you? The book was written by popular writer in this era. The actual book entitled *Sales Growth: Five Proven Strategies from the World's Sales Leaders* is one of several books which everyone reads now. This particular book has inspired lots of people in the world. When you read this e-book you will enter the new shape that you never knew before. The author explained their strategy in the simple way, so all of people can easily know the core of this reserve. This book will give you a lot of information about this world now. To help you see the represented of the world with this book.

Linda Shell:

The book *Sales Growth: Five Proven Strategies from the World's Sales Leaders* has a lot of knowledge on it. So when you read this book you can get a lot of profit. The book was written by the very famous author. McDougal makes some research previous to write this book. This kind of book very easy to read you may get the point easily after perusing this book.

Sophia Hardee:

Sales Growth: Five Proven Strategies from the World's Sales Leaders can be one of your beginner books that are good idea. We recommend that straight away because this reserve has good vocabulary which could increase your knowledge in terminology, easy to understand, bit entertaining but delivering the information. The writer giving his/her effort that will put every word into pleasure arrangement in writing *Sales Growth: Five Proven Strategies from the World's Sales Leaders* yet doesn't forget the main place, giving the reader the hottest in addition to based confirm resource information that maybe you can be among it. This great information could draw you into fresh stage of crucial pondering.

Wanda Collins:

Your reading sixth sense will not betray anyone, why because this *Sales Growth: Five Proven Strategies from the World's Sales Leaders* guide written by well-known writer who knows well how to make book that

can be understood by anyone who all read the book. Written in a good manner for you, still dripping with every idea and publishing skill only for eliminate your own personal hunger then you still skepticism Sales Growth: Five Proven Strategies from the World's Sales Leaders as good book not simply by the cover but also with the content. This is one guide that can break don't judge book by its cover, so do you still needing one more sixth sense to pick that!? Oh come on your examining sixth sense already told you so why you have to listening to an additional sixth sense.

Download and Read Online Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark #BEP7ZTU08OM

Read Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark for online ebook

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark books to read online.

Online Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark ebook PDF download

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark Doc

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark Mobipocket

Sales Growth: Five Proven Strategies from the World's Sales Leaders By Thomas Baumgartner, Homayoun Hatami, Jon Vander Ark EPub