



HBR's 10 Must Reads on Sales (with bonus interview of Andris Zoltners) (HBR's 10 Must Reads)

By Harvard Business Review, Philip Kotler, Andris Zoltners, Manish Goyal, James C. Anderson

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Sales isn't about pushing products or being efficient; it's about building the right systems to manage and empower your salespeople.

If you read nothing else on sales, read these 10 articles. We've combed through hundreds of *Harvard Business Review* articles and selected the most important ones to help you understand how to create the conditions for sales success.

This book will inspire you to:

- Understand your customer's buying center
- Integrate your sales and marketing operations
- Assess your business cycle and its impact on your sales force
- Transition away from solution sales
- Leverage the power of micromarkets
- Introduce tiebreaker selling and consensus selling
- Motivate your sales force properly

This collection of articles includes "Major Sales: Who Really Does the Buying," by Thomas V. Bonoma; "Ending the War Between Sales and Marketing," by Philip Kotler, Neil Rackham, and Suj Krishnaswamy; "Match Your Sales Force Structure to Your Business Life Cycle," by Andris A. Zoltners, Prabhakant Sinha, and Sally E. Lorimer; "The End of Solution Sales," by Brent Adamson, Matthew Dixon, and Nicholas Toman; "Selling into Micromarkets," by Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami; "Dismantling the Sales Machine," by Brent Adamson, Matthew Dixon, and Nicholas Toman; "Tiebreaker Selling," by James C. Anderson, James A. Narus, and Marc Wouters; "Making the Consensus Sale," by Karl Schmidt, Brent Adamson, and Anna Bird; "The Right Way to Use Compensation," by Mark Roberge; "How to Really Motivate Salespeople," by Doug J. Chung; and "Getting Beyond 'Show

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Alice Rodriguez:

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