



Your Sales Team; How to turn mediocrity into magnificence.

How effective is your strategy to boost their sales performances?

I see you haven't yet had a chance to grab your gift of the first 2 chapters of my book "iSell: Unlock your winning sales mindset".

Why the book? Let me explain...

When I first managed a sales team over 20 years ago the thing that struck me most was discovering the massive gap between the results of the 'selling superstars' - and the results of those at the bottom of the league table.

After all, they were selling the same products, received the same training, the same support, had the same number and 'quality' of leads, took part in the same sales incentives and so on...and yet produced such differing results.

Does this resonate with you?

Why such a gap? And how could I solve it? My curiosity in those early days of sales management enabled me to soon find out the answer to this enigma - and for the last 20 years I've been sharing my findings via sales training programmes, speaking engagements - and my book "iSell: Unlock your winning sales mindset".

I've recently produced an ebook of the first two chapters of "iSell" and I'd love to give you the opportunity to read them. All you need to do is to click here to grab your download. You'll get a real flavour of some different approaches to the challenges sales people are facing. And, trust me, some of these challenges are completely different from what you might think they are.

I'd certainly recommend a look - just click here to make it happen.

Until next time

Leigh

P.S. This is what Chris Davies Author of "Winning Client Trust" had to say about "iSell"...

"This book is a must for all individuals in a sales profession. Leigh's expertise and guidance gives great insight into the mindset of a successful sales organisation and its people. Leigh really knows how to ensure you get the right skill set to gain not only success but happiness and satisfaction in your work and maintain loyalty and trust with your clients"

Leigh Ashton

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