

Foreword

In the twenty plus years of my consulting and training practice, I've crossed paths with thousands of sales managers and sales executives. They have had several things in common.

First, they have universally been sincerely interested in doing well at their jobs, in leading their sales teams to the highest possible levels of performance.

Second, they have almost never received any education in how to do their jobs well. Sales managers are the most under-trained job title in the world of distributor sales. Their starting point has always been the way in which they were managed when they were sales people. Sometimes they mimic those experiences, and other times they react against them. But, rarely have they been systematically exposed to the best practices of effective sales management.

Third, no matter what the product or the market, they confront many of the same problems and frustrations.

Mix those three components together and you have the rationale for this book. It is my objective to provide some guidance in the best practices of effective distributor sales management, and to do so by focusing on some of those commonly-experienced problems and questions.

Since 2002, I have authored and published *Thinking about Sales*, an electronic Ezine which is delivered weekly. On one week each month, I use the Ezine as a forum to respond to questions sent to me by my readers, or asked at one of my speaking engagements or seminars. I have sifted through that storehouse of practical wisdom, and selected the questions that I believe reflect the universal problems and frustrations of sales managers.

How to Become an Exceptional Distributor Sales Leader: Real-life Solutions to Help Distributor Sales Leaders Survive and Thrive in Today's Changing Economic Environment contains the best of that wealth of content. Use it in either of two ways: Read it through from cover to cover to gain a

perspective on the job of the sales manager, or use it as a hand book and select those issues that are of immediate concern to you.

Either way, it's my intention that this book will be a valuable addition to your library, and help you reach your potential as a sales manager.