



Rules of the Road for the Sales Team: How to Create the Self-Correcting Sales Team

Mr Michael J McGowan

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Rules of the Road for the Sales Team: The Manager's Essential Handbook for creating the self-correcting team. This book has been written for managers and owners who run sales teams. It gives the manager a set of proven rules to share with the sales team, that drives activity and selling skills. When sales teams work according to these ten (10) rules, they become more productive and hit quota more consistently and predictably. In particular, the book contains a powerful and proven sales pipeline methodology, based on 30 years of application across more than 10,000 businesses. The sales process described in the book is based on the principle that the most effective salespeople become self - correcting, but to do that, they need to follow an accountable sales process.

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