[E-BOOK] Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top SalesRepresentatives

Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top SalesRepresentatives

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Bradford D. Smart Ph.D., Greg Alexander : Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top SalesRepresentatives before purchasing it in order to gage whether or not it would be worth my time, and all praised Topgrading for Sales: World-Class Methods to Interview, Hire, and Coach Top SalesRepresentatives:

4 of 4 people found the following review helpful. Don't pay full price for this book.By Vincent SmithFollowing the

advice of a reviewer I did not pay full price for this book, I paid $2.92 plus shipping. The book is an easy read with its 54 pages and another 50+ pages of appendixes. Topgrading is a thorough and extensive selection system for hiring top performing people, in the case of this particular book, sales representatives. The problem is that you keep waiting for some real substance beyond the proposed premise of don't hire anybody unless they are the best. The system is quite elaborate in the information you are asked to collect, but you are never given any method for evaluating or how to use this information. They just keep saying that people using their system have much fewer washouts and more high achievers. Reading it was like watching those late night 60-minute infomercials.0 of 0 people found the following review helpful. 'A' Players only.By Richard WalshNo one wants a non performer on their sales team but we all have them. Top grading is the way to eliminate those C and B players to help your company thrive in any economy.1 of 1 people found the following review helpful. not Word ClassBy CustomerThis book is for sales managers and for the sales functionIt covers the interview process and suggests a list of questions for interviewingThe techniques presented are not world class at all

A concise extension of the business classic Topgrading, targeted to sales managers Brad Smart?s Topgrading has sold more than 150,000 copies since 1999, making it the definitive book for executives who want to hire, coach, and retain top talent. Now Smart has teamed up with Greg Alexander, who used Topgrading to radically improve his sales force at EMC. In Topgrading for Sales, they have boiled down the key Topgrading ideas to a pithy 112 pages while focusing on the unique needs of sales managers and sales directors. Great sales forces don?t just depend on strategies? they depend on hiring the best possible reps. But surveys show that about half of all hires and promotions put an underqualified person in the wrong job. No wonder the average tenure for sales managers is only nineteen months. Topgrading for Sales takes the guesswork out of hiring by teaching readers how to interview systematically for A-level talent instead of relying on hunches and prejudices. It also shows how to coach B-level reps to turn them into A-players and how to weed out C-players before they do too much damage.

From BooklistBuilding on the success of his 1999 topgradingnbsp;process to hire, coach, and keep the best people, author-psychologist-consultant Smart teams up with Alexandernbsp;(of Sales Benchmark Index) to introduce a hiring method geared to sales reps.nbsp;Why such a specific topic? Consider these statistics:nbsp;the average tenure of a sales manager is 19 months, and 40 percent of all sales reps fail year after year after year. Thus, the reason for topgradingrsquo;snbsp;10 meticulous steps becomes crystal clear. All of these steps are supported by forms and structure, from the scorecard to the reference-check guide. All are based on sound human- resources practices and policies, including a validation of the interview questions by a top-notch labor relationsndash;employment law firm. Although some text seems to be deliberately designed to sell additional products to readers, Topgradingnbsp; itself presents valuable information for anyone in the business of people management. --Barbara JacobsAbout the AuthorBradford D. Smart, Ph.D., is the president of Smart Associates, Inc., based in the Chicago area. A well-known industrial psychologist and consultant with nearly thirty-five years in practice, he has worked with dozens of major companies, including General Electric, Bank of America, and John Deere.