



Precision Selling: A Guide for Coaching Sales Professionals

By Joseph S. Laipple



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Precision Selling is a sales managers' guide to getting the best out of their sales teams. Author Joseph Laipple shares a proven process for achieving the goal of repeated profitable sales.

An invaluable handbook for every sales or sales management professional, this unique guide describes the behavior-based tools for optimizing customer relations and influencing the skills that make a difference in sales results. “The fundamentals of *Precision Selling* include how to plan precise behaviors for sales activity and how to actually do those things on a consistent and constant basis,” writes Laipple. This practical book details the steps for integrating and activating *Precision Selling* methods into the current work of your sales force including:

Identifying and measuring desired results

Targeting a customer population

Recognizing the early indicators for attaining future results

Acting on the critical sales behaviors that make a difference

From daily selling behaviors with customers to specific action plans to coaching skills, this handbook provides the details of how to achieve profitable sales by selling with precision.

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Editorial Review

Review

In today's increasingly busy and complex world, Precision Selling enriches my ability to coach with targeted simplicity. --Paul A. Dempsey, Operations Manager, Procter & Gamble Pharmaceuticals

About the Author

Joseph Laipple takes the guesswork out of managing people and implementing change. By applying proven behavioral science methods to practical business issues, Laipple helps companies improve business results through better coaching. Specifically, Laipple works with his clients to put adequate measures and follow up into place, making enduring change happen. His speciality is in working with sales and service organizations, and he has done a significant amount of work in the pharmaceutical and financial industries. Laipple is a frequent presenter and author of two books, including this latest release, *Precision Selling: A Guidebook for Coaching Sales Professionals*. Joe is Senior Vice President of Strategic Services with **Aubrey Daniels International** and lives in Pittsburgh Pennsylvania.

Users Review

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Joel Fallis:

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