

HBR's 10 Must Reads on Sales (with bonus interview of Andris Zoltners) (HBR's 10 Must Reads)

Harvard Business Review

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If you read nothing else on sales, read these 10 articles. We've combed through hundreds of *Harvard Business Review* articles and selected the most important ones to help you understand how to create the conditions for sales success.

This book will inspire you to:

- Understand your customer's buying center
- Integrate your sales and marketing operations
- Assess your business cycle and its impact on your sales force
- Transition away from solution sales
- Leverage the power of micromarkets
- Introduce tiebreaker selling and consensus selling
- Motivate your sales force properly



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