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The effect that the technology revolution or CRM ( Customer relationship management) has on sales force performance is the power for people to have insight/see what the sales force is doing. This is Leading us to have a little more control over the future than we did in the past. Acceleration quickly happened within our ability to report data, versus our ability to understand it. We now have the ability to generate very detailed reports that allow people to see both activities of their sales reps and the outcomes they create. ( page 6&7).

Back in the good old days, sales success rested on the “Three S’s” and the three s’s components represented selection which is recruiting high- potential salespeople. Second s is strategy which is insightful sales plans. Helping them make insightful sale plans for each account. Lastly skill which teaches them ( salespeople) how to make effective sales calls. With this information this was all you needed to success in the sales force ( page ix).

Star salespeople have failed as sales managers because sales did not have a fully developed informative management discipline. Salespeople aren't typically taught management skills, formality and structure lack within trying to reach their goal as great salespeople and becoming managers. Preparing salespeople to be great sellers isn't adequate preparation for them to become great managers. Even when sales people are trained to become managers, yet cease to invest in their ongoing development once the seller is promoted into management . ( page 13)

The three components of success in the new world is management, metrics, and methodology. Management is first line sales supervision and first line managers supervise on line task in the manufacturing business related to positions such as assign task, manage work flow, monitor the quality of work and deal with employee problems. Metrics go beyond the usual activity- based measurement. Metrics are important because they allow us to measure , understand, control and improve the performance of sales forces. Lastly methodology is more of working with a systematic and disciplined approach. Covering a range of methods, tools and techniques that can be used to bring order and predictability to selling. ( page x)