



You Can Always Sell More: How to Improve Any Sales Force

Jim Pancero

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The sales manager's step-by-step guide to better team performance As an experienced sales manager, how do you improve your team's performance? Which selling skills, developed to their fullest potential, have the greatest impact on revenues and profitability? *You Can Always Sell More* will guide you through a proven step-by-step system for evaluating, training, and coaching your sales force. It will help you establish a simple and effective evaluation and improvement planning process for even your most successful salespeople. Proven in a wide array of industries, this will also show you how to improve your ability to coach and lead a team of sales professionals.

Jim Pancero (Dallas, TX) is the founder of one of the country's most advanced sales and sales management training and consulting firms. He has conducted training sessions for over 200,000 experienced corporate sales-team members, association attendees, and graduate-level university students.

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