



Don't Just Stand There - Sell Something

Stu Schlackman

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Don't Just Stand There - Sell Something is a thought-provoking and fun guide to sales and sales management. In his twenty-plus years in sales Stu Schlackman has worked with some of the best, and worst, sales managers around. In Don't Just Stand There - Sell Something, Stu draws on this experience to review the state of sales management today and applies his own critical perspective to the business of selling to businesses. Stu introduces SMART, five focus areas for every sales manager: Selling Skills, Motivational Management, Attitude, Relationships and Thinking. Stu relates opinions, facts, stories and sound advice as he explains what works and what doesn't work; when to act, and when to stay out of the way; and how to build a team where everyone succeeds. Along the way, Stu takes an amicable swipe at the type of sales manager who exhibits the worst characteristics of the profession - the 'klink'. Klinks are sales managers who range in capability from inept to dangerous. They are useful - as a warning to others. The book is filled with to-the-point practical advice and insights aimed at everyone involved in business-to-business technology or solution sales at any level and in any industry.

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