

# Contents

Foreword	11
Introduction	15
Chapter 1: The Inconsistent Sales Rep	23
Chapter 2: Selling Only to Existing Customers	37
Chapter 3: Social Media Paralysis	53
Chapter 4: Salesperson Fiefdom	69
Chapter 5: Trouble With Titles	83
Chapter 6: CRM Non-Compliance	97
Chapter 7: The Mysterious Remote Salesperson	113
Chapter 8: Unethical Behavior	131
Chapter 9: Misaligned Territories	143
Chapter 10: The Selling Sales Manager	159
Chapter 11: The Superstar Sales Manager	177
Chapter 12: Loosely Defined Sales Cycle	195
Chapter 13: The Mediocre Rep	209
Chapter 14: Unqualified Vice President of Sales	223
Chapter 15: High Base Salary	237
Index	251
About the Author	253