The End of Solution Sales  High-performing reps have a new strategy—they’re selling insights and coaching customers on how to buy. Brent Adamson, Matthew Dixon, and Nicholas Toman

Motivating Salespeople: What Really Works  How to get the most out of everyone on your sales force, from laggards to stars. Thomas Steenburgh and Michael Ahearne

A Radical Prescription for Sales  Are commissions working? Daniel H. Pink

Selling into Micromarkets  A big data approach to optimizing sales. Manish Goyal, Maryanne Q. Hancock, and Homayoun Hatami

Tweet Me, Friend Me, Make Me Buy  Mastering the new art of social selling. Barbara Giamanco and Kent Gregoire

Teaching Sales  Companies can—and should—play a dynamic role in increasing the pool of sales talent. Suzanne Fogel, et al.

The View from the Field  Executives from Boston Beer, Ford, Pfizer, Walmart, IBM, and Eureka Forbes describe how they increased sales.
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