



Saleshood: How Winning Sales Managers Inspire Sales Teams to Succeed

By Elay Cohen

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By Elay Cohen

A playbook that empowers sales managers to think like CEOs and act like entrepreneurs

At Salesforce.com, Elay Cohen created and executed the sales productivity programs that accelerated the company's growth to a \$3 billion plus enterprise. The innovation delivered over these years by Elay and his team resulted in unprecedented sales productivity excellence. Based on that experience, Elay embarked on a journey to help every company in the world grow like Salesforce.com. After working with many organizations and further reflecting on his time at Salesforce.com, it became apparent that one key player was best positioned to accelerate growth in organizations: the first-line sales manager. Empowering sales managers to own and execute their own sales programs, as entrepreneurs would, became the focus of this book and his technology company.

First-line sales managers are the backbone of every sales organization. They make it happen. They're where the rubber meets the road in pipeline generation, revenue growth, and customer success. These sales managers serve as the voice of salespeople to organizations, and as the organizational voice back to salespeople.

In this accessible guide, Cohen shares how sales managers can build an inspired, engaged team, equipping them with the tools they need to drive up sales productivity and grow the business. He reveals, among many other lessons, how you can nurture a winning sales culture; build world-class training programs that encourage salespeople to learn from each other; and execute sales processes, playbooks, and deals in a way that gives your salespeople the winning edge.

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Editorial Review

Review

"*SalesHood* presents a great framework to help transform companies to the new SaaS sales model and achieve hyper growth." -- **Frank van Veenendaal, vice chairman, salesforce.com**

"Elay's passion, knowledge, and leadership in all things sales shines through in this book" -- **Clara Shih, CEO and founder, Hearsay Social**

"*SalesHood* is a great blueprint on how to be a successful sales manager." --**Jeff Honeycomb, president, NetSuite**

"A relevant and compelling read for start-ups and founding CEOs looking to develop successful sales strategies." -- **Mark Cranney, partner, Andreessen Horowitz**

"*SalesHood* is excellent. It's the new sales bible." -- -- **Jim Steele, Chief Customer Officer, salesforce.com**

About the Author

Elay Cohen is the author of *SalesHood: How Winning Sales Managers Inspire Sales Teams to Succeed* and the co-founder of SalesHood a "software as a service" platform and community for sales professionals.

Elay is the former Senior Vice President of Sales Productivity at salesforce.com. Recognized as the company's "2011 Top Executive", he ran the teams that executed sales training, onboarding and deal support for thousands of salespeople. He also created the Partner Relationship Management category. He lives with his family in San Francisco.

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Millard Espinoza:

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Mark Mata:

Playing with family within a park, coming to see the water world or hanging out with friends is thing that usually you have done when you have spare time, then why you don't try thing that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Saleshood: How Winning Sales Managers Inspire Sales Teams to Succeed, you may enjoy both. It is very good combination right, you still desire to miss it? What kind of hang-out type is it? Oh occur its mind hangout folks. What? Still don't buy it, oh come on its identified as reading friends.

Raymond Jackson:

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