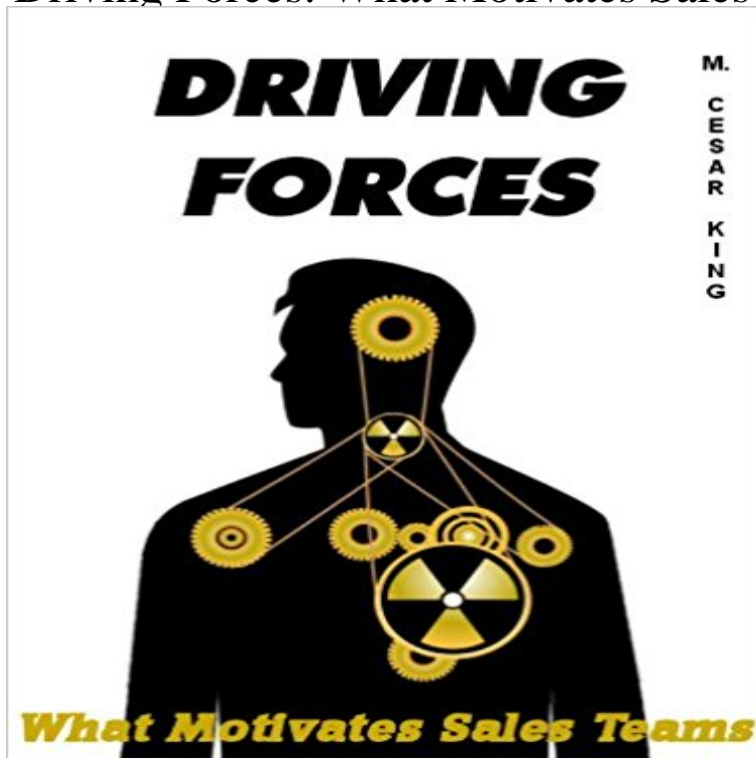


## Driving Forces: What Motivates Sales Teams



Generations of leaders and managers have been asking themselves, what it is that really motivates their sales force to greater performance and therefore higher sales. There are many theories and approaches toward this goal out there. Unfortunately they lack of a critical analysis and comparison to other models. Furthermore the application in the real world is often questionable. This book will present you the most discussed theories in management science and show how they can be useful to you. The right application of these described models will lead inevitably to an extremely motivated sales force and boost your sales up to the roof. This book is written to the point and meant to provide you valuable information without unnecessary flowery phrases, stories or filler text, which will save you time. Congratulations on your decision to read this book. You are about to stay a huge step ahead of your competitors.

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