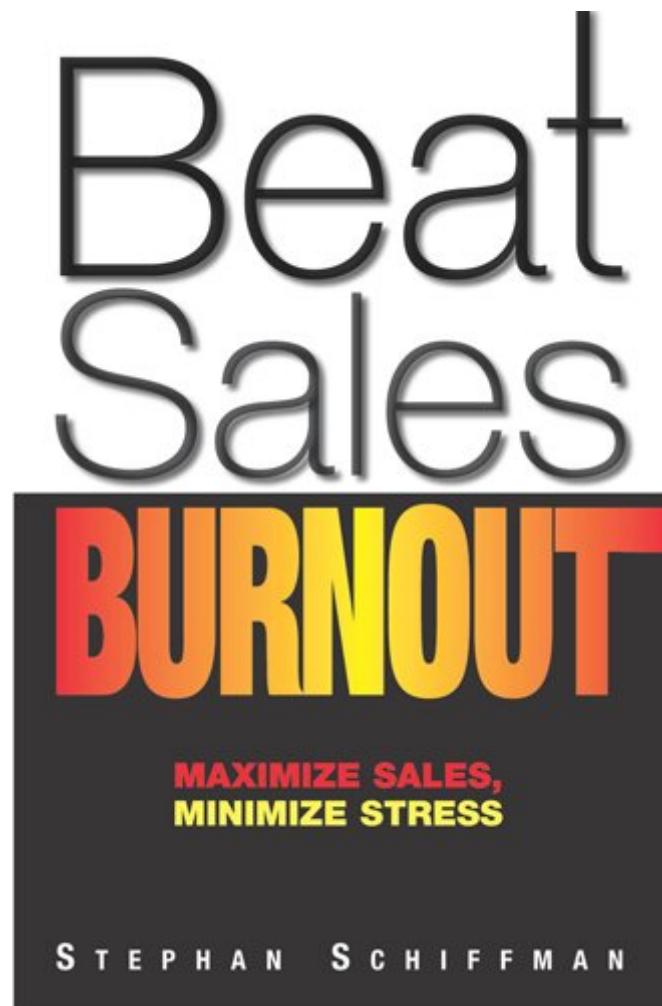


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# Beat Sales Burnout: Maximize Sales, Minimize Stress



## **Synopsis**

Beat Sales Burnout is the perfect antidote for salespeople who need a boost. The time-tested strategies in this book help readers overcome job burnout, turn destructive stress into creative stress, increase productivity and make sales slumps a thing of the past. Salespeople have to be on their game 100 percent of the time. The proven strategies for self-renewal in this book provide today's sales professionals with quick fixes for getting through the day, the week, the quarter and the year with their attitudes - and their incomes - on the upswing. The author shows readers how to: Take control of the day; Use the LBE Formula - live, breathe and enjoy your job; Focus on strengths, not weaknesses; Make realistic income forecasts; Improve relationships with sales managers; Also includes a special section for managers on hiring, managing and retaining burnout-free sales teams

## **Book Information**

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## **Customer Reviews**

Stephan Schiffman is a storied veteran in the field of corporate sales training. His book offers many useful tools, including a test to determine if you're suffering from burnout, a myriad of tips on selling more effectively (Shiffman's foremost area of expertise) and an appendix with advice for

telemarketing sales operations. Schiffman includes scores of anti-burnout measures, ranging from diet to managing expectations to transforming stress into creative energy. Most chapters are only two to three pages long, which makes this book read at a practical pace for busy professionals, including sales managers, an audience Schiffman specifically addresses. His advice on burnout is sound and well founded, if not nearly as brilliant as his advice on the selling process itself. We recommend this book, although its impact on you will depend on your stress level, experience, personality and job circumstances. The section on how managers can minimize burnout will help you even before your team members get their copies. Reading this book may not prevent burnout, but at least you'll know how to douse it.

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