



Sales Management 2nd Edition

Jeff Tanner, Earl Honeycutt, Robert Erffmeyer

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The second edition of Sales Management: Shaping Future Sales Leaders was updated with new academic sources and practical examples that improve your students' understanding of the material. Each chapter opening features a practicing sales manager who advised us about the chapter, and discusses how his or her firm manages its sales team. In each chapter you will find special boxed sections on ethics, technology, and/or global issues.

At the end of each chapter we have added a new section, Managing Your Career, to help students better understand why the material is personally important to them. We also provide a suggested role-play for each chapter to engage the students and help reinforce chapter content. Plus, you will find two short cases (caselets) per chapter that students can read quickly, and that you can use to either introduce or summarize the chapter. These features really help make your classroom interactive!

Lastly, the second edition has 12 original cases that include global, ethical, hiring, training, sales leadership, evaluation, and CRM scenarios, among others. Twelve additional updated cases are also available from the authors. In the area of pedagogy, we offer "flipped classroom" slides that are designed for interactive class experiences so that students will engage in your class.

Veteran authors, who have worked and specialized in sales/sales management their entire academic careers, wrote this book. The instructor's manual was conceived, written, and used by the authors. You'll find the guidance you need to use the slides, caselets, role-plays, and other pedagogical features to create a highly engaging and effective class experience. Our goal is to provide you with materials to make your sales management class successful. Please request a trial copy and/or contact one of the authors should you have questions or suggestions about the book.

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