

## So You're in Sales?

How to make profit for customers  
and advance your career

Oliver Schumacher,  
Christian Sahle

With more than 20 years' experience in leadership roles at various international service providers, **Anne M. Schüller** knows traditional corporate structures inside out. She left the corporate world in 2002 and has worked as a keynote speaker, management guru and business coach ever since, with a range of elite clients from the German-speaking business world. Her books are bestselling and award-winning. Schüller's work has been honoured with a number of further awards and accolades, including acceptance into the German Speakers Association 'Hall of Fame' for her lifetime achievement in 2015.

## Make Way for the Designers of Tomorrow!

25 quick wins for innovators  
and future visionaries

Anne M. Schüller

### Your guide to a successful career in sales

Whether you're a sales professional of many years or just starting out in the sector, this book is designed to serve as your personal mentor for career success. From customer service and customer retention to digital technologies, effective teamwork and strategies for your personal career progression, the authors show what really matters when you work in sales. They understand first-hand that sales is not just a career, but an attitude to life.

#### USP:

- A practical guide for your career – for greater enjoyment and success in sales roles
- Covers a whole raft of topics from job interviews to customer retention, digitalisation, KPIs, raises, target setting and career development
- Comprehensive and up-to-the-minute – for career starters, career changers and experienced sales professionals



224 pages, paperback  
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**Oliver Schumacher** has been a sales trainer and speaker since 2009 and is proud to work in accordance with his personal philosophy "Honesty sells". He previously spent more than a decade as a field salesperson for a listed manufacturer of branded goods.

**Christian Sahle**, a marketing specialist and business economist, has been working in sales since 2002. His expertise is drawn from an impressive career as a key account manager, sales manager and sales director in the office supplies and furniture sector.

### How to recognise where the future's headed – and get there first

If one thing is clear, it's that market players must prepare themselves urgently for the markets of tomorrow. To maintain their competitiveness, it is not merely innovation that is required but wholesale transformation. Yet in uncertain times, many lack the courage to think big and act boldly. This is where this book comes in. It presents 25 quickly actionable initiatives that can be conceptualised laterally – from the middle of a company outwards – and implemented collaboratively to bring new ideas to life. These tried and tested 'quick wins' whet the appetite for transformation and are designed to bring about fast results.

In this new, action-oriented guide for use in everyday business, Anne M. Schüller provides valuable food for thought and helpful suggestions for mastering the challenges of the future. From effective self-leadership to true New Working and high innovative power, Schüller provides employees and managers with the interventions that make the pivotal difference. A book no desk should be without!

#### USP:

- Genuine transformation, not "same old story"
- Satisfaction and quick results thanks to easy-to-implement 'quick wins'
- How everyone (yes, everyone!) in a company can experience change as a net positive



208 pages, paperback  
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