



## Bite-sized Bits On Common-sense Management



**Author:** Gerard Assey  
**Format:** Paperback  
**ISBN:** 8122308724  
**Code:** 5636A  
**Pages:** 100  
**Price:** Rs. 150.00 US\$ 6.00

**Publisher:** Pustak Mahal  
Usually ships within 15 days

The book details the basics of Frontline Sales Management and broadly covers all aspects of managerial skills presented by a veteran with over two decades experience in sales and sales management with topics ranging from:

- \*Managing oneself in terms of time and priorities to setting goals
- \*Interviewing sales personnel, importance of training
- \*Conducting training workshops, delegation, problem-solving, managing meetings, caring for the customer... and lots more.

The book will empower Sales Managers with winning strategies on various aspects of management applicable to any type of organisation, regardless of the product or service (with emphasis on on-going coaching skills and self-development the most important areas for any Sales Manager).

Packed with powerful, practical insights, each chapter is written in an independent, easy-to-read manner.

Bite-sized Bits on Common-sense Management is a book that no ambitious Sales Manager can afford to miss.

About the author:

Gerard Assey has had over 20 years experience in senior positions in sales, sales management and general management.

Prior to his last assignment, Gerard had a three-year stint in the Gulf, as a Consultant with a leading British consultancy firm.

During these 20 years, he was trained by several international organisations like GTE,USA, BCE (Bell Canada), DPC,Asia, et al.

His experience spans hiring personnel to organising training programmes at all levels and working as a profit-centre head, from which developed his burning passion to help others grow.

Gerard is a certified NLP practitioner, an accredited management teacher and a member of several prestigious bodies and trade institutions.

He contributes regularly to business and trade journals, including international ones.



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He now runs his own training and consultancy organisation specialising in programmes for sales, sales managements, customer service training for collection of debt and several self-development programmes like time management, goal setting, team building and leadership.

He is the official India representative for the International Stevie Awards and the business world`s own Oscar awards.

For more information, please click: [www.salestrainingindia.com](http://www.salestrainingindia.com)

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