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Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud

Lisa Earle McLeod

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Turn an effective sales force into one that is truly outstanding.

Drawing on two decades of consulting with leading sales organizations, sales leadership expert Lisa Earle McLeod reveals how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers. Using hard data and compelling field stories, Selling with Purpose explains why salespeople who understand earnestly how they make a difference to customers outperform their more quota-driven counterparts. This book shows executives, managers, and aspiring sales leaders how to find your NSP and create a sales force of True Believers who drive revenue and do work that makes them proud.

* Explains why sales organizations with a clearly stated Noble Sales Purpose (NSP) dramatically outperform sales organizations driven by numbers alone
* Details how to find your NSP using a simple three-part formula
* Shares how to use NSP to make your salespeople more assertive, focused, and profitable

In an era where most organizations believe that money is the only way to motivate salespeople, Selling With Purpose offers a sustainable and exciting alternative.

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