

The Unstoppable Sales Team

Elevate Your Sales Team Performance, Win More Business and Attract Top Performers

By Shawn Casemore
Principal of Casemore and Co., Professional Speaker and Global Sales Consultant

Based on over two decades of work across a wide variety of business sectors, professional speaker, global business consultant, and coach Shawn Casemore has written ***The Unstoppable Sales Team: Elevate Your Sales Team Performance, Win More Business and Attract Top Performers***, a Sales leaders guide to building a high-performing sales team that repeatedly outsells and outperforms their competition. This book provides a framework that will allow executives, owners, and leaders to create higher levels of sales performance while increasing sales employee retention and attracting top performers.

Packed with real-world examples, case studies, and "Stories from the Sales Floor," Casemore's book is unlike other theoretical works on a similar topic.

In writing *The Unstoppable Sales Team*, Casemore, a professional speaker, consultant, and coach, highlights the strategies sales teams of highly successful companies such as Salesforce, Whirlpool, and Cintas repeatedly use to gain recognition for their top sales performance. "The goal of *The Unstoppable Sales Team* is to increase the knowledge and awareness about how companies must structure and manage their sales teams to attract and retain top talent that outsells and outperforms the competition. Casemore explains, "The book contains a framework that sales executives, sales leaders, and business owners can follow to build a high-performing sales team. It includes dozens of specific examples that emphasize the need to shift our perceptions of how to structure, coach, motivate and manage sales teams to achieve our sales objectives, particularly in today's economy where top talent is challenging to find and retain.

According to Casemore, building and retaining a high-performing sales team is the greatest obstacle most companies face to increasing their sales and growing market share. He suggests that after coaching hundreds of sales leaders and professionals, he developed a formula for building a high-performing sales team that he shares in the book. Casemore also points out that the methods and approaches shared in the book have proven successful across various industries, including banking, insurance, financial services, recruitment, manufacturing, distribution, and retail, all having led to similarly significant results.

About the author:

Shawn Casemore is a professional speaker, coach, consultant, and advisor. He is the Owner and Founder of Casemore and Co Inc., a global consulting firm. He has worked with organizations such as NGK, Bosch, Tim Hortons, Pepsi, MNP, Bank of Montreal, and over 200 leading organizations to accelerate sales results, generating more new business faster, resulting in higher revenue and increased market share.

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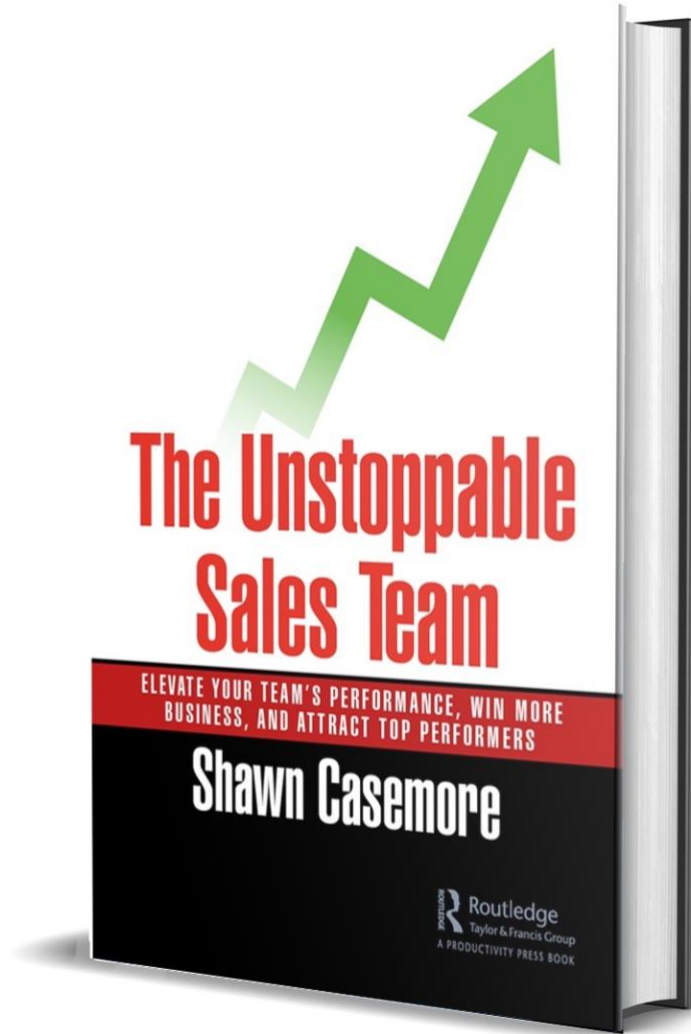
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