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***PROACTIVE SALES MANAGEMENT MAKES COVETED LIST OF
“TOP 10 SALES BOOKS TO READ IN 2010”***

Book outlines what 99 out of 100 sales managers don't know that causes them to fail

November 11, 2010, San Francisco, CA - *ProActive Sales Management*, a national bestselling book by William ‘Skip’ Miller, was recently chosen as one of the top 10 books to read in 2010 by *Selling Power* magazine.

"There are very few sales management books that can favorably compare to this bestselling book. It's an accessible, practical and winning guide for new and advanced sales managers", says Gerhard Gschwandtner, Founder and Publisher of *Selling Power*.

ProActive Sales Management teaches managers a proven method for managing sales processes and salespeople. In the book, Miller outlines what 99 out of 100 sales managers don't know that causes them to fail. He also relays specific, field-tested techniques that help organizations reach new heights in sales performance.

The core of ***ProActive Sales Management*** is a set of tools that can be applied immediately to a variety of sales management challenges, regardless of size of sales force, type of industry, or even geographic region.

(more)

Contrary to conventional wisdom, being a successful salesperson has very little to do with being a successful sales manager. "Miller's book makes us painfully aware of our sales management and leadership blind spots," says Gschwandtner.

"Few sales managers are true leaders and they often fall back on the skills that made them great at sales," explains Miller. "***ProActive Sales Management*** is meant to be a sales manager's survival guide. It provides managers with practical, real-world tools to hire and maintain a talented sales force."

Indeed, readers will find numerous field-tested tools to help them:

- Create a proactive sales culture
- Regain control of time
- Motivate their sales team
- Weed out failures quickly
- Effectively coach and counsel up and down the sales organization
- Reduce reports to one sheet of paper and 10 minutes a week
- Forecast more confidently

Miller is regarded as one of the nation's leading authorities on sales and sales management. He is founder and CEO of M3 Learning and has been helping sales executives worldwide build a whole team of high-performing sales superstars for over 15 years.

"A typical sales organization could triple their revenue if all of their reps were as productive as their highest performer," says Miller.

ProActive Sales Management is published by AMACOM. For more information call **866.462.5763** or visit www.M3learning.com.

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Note to editors

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About Skip Miller

Skip Miller is Founder and President of **M3 Learning**, a ProActive Sales and Sales Management Training Company based in the heart of Silicon Valley.

As President of M3 Learning, Skip has provided training to hundreds of companies in over 35 countries. He created M3 Learning to “make a salesperson better on each individual call.” M3 Learning’s signature selling methodology, ProActive Selling™, is unique in its high-definition focus on the *tactics of selling and proactive sales cycle control*.

Skip is also the author of the runaway bestseller, ***ProActive Sales Management***. Ranked number one in its class by Amazon, it has have been translated into multiple languages worldwide and has become the classic textbook for Sales Managers, both new and seasoned alike.

Skip is also the author of four other bestselling books including ***ProActive Selling, Knock Your Socks Off Prospecting, Ultimate Sales Tool Kit, and More ProActive Sales Management***. He is currently at work on his sixth title.

About M3 Learning

M3 Learning, headquartered in Silicon Valley, CA, is one of the most influential and successful sales management and training companies worldwide. More than 300,000 sales professionals in 35 countries have benefited from **M3’s** proprietary sales training resources. For more information, call **866.462.5763** or visit www.m3learning.com.