



## Baseline Selling Field Guide

*By Dave Kurlan*

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The Baseline Selling Field Guide is the perfect companion to Dave Kurlan's best-selling book, Baseline Selling - How to Become a Sales Superstar by Using What You Already Know about the Game of Baseball. The 24 well conceived exercises help you apply the concepts from Baseline Selling to your business, industry and market.

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## **Baseline Selling Field Guide By Dave Kurlan Bibliography**

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### Editorial Review

#### About the Author

Dave Kurlan is a top-rated speaker, best selling author, radio show host, successful entrepreneur and sales development industry pioneer. Dave is the founder and CEO of Objective Management Group, Inc., the industry leader in sales candidate assessments and sales force evaluations. He possesses 30 plus years of experience in all facets of sales development, including consulting, training, coaching, recruiting, systems, processes, and metrics. Dave has been a top rated speaker at Inc. Magazine's Conference on Growing the Company, the Sales & Marketing Management Conference and the Gazelles Sales & Marketing Summit. He is internationally known for his ground breaking work in evaluating sales people, he is the developer of a tool for evaluating sales forces, and the co-developer of several software and web applications that help sales managers coach and hold their salespeople accountable. He has been featured on radio, television and in print, including a segment on World Business Review with General Norman Schwarzkopf, and features in Inc. Magazine, Selling Power Magazine, Sales & Marketing Management Magazine and Incentive Magazine. He is the host of the weekly business radio show, Meet the Sales Experts. He is the author of Mindless Selling and the best-seller, Baseline Selling How to Become a Sales Superstar by Using What You Already Know about the Game of Baseball. He created and wrote STAR, a proprietary recruiting process for hiring great salespeople, and he writes Understanding the Sales Force, a popular business Blog. He is featured on Inc. Magazine's video How to Increase Sales and Profits by 1000% and is a contributing author to The Death of 20th Century Selling, 101 Great Ways to Improve Your Life, Volume 2, and the brand new book, Stepping Stones, with coauthors Deepak Chopra, Brian Tracey and Jack Canfield.

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