



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

L. 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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