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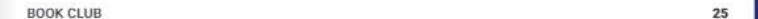
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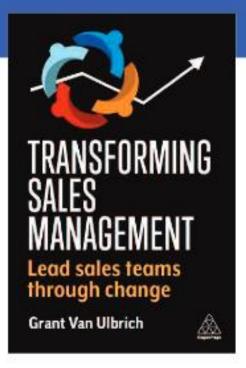
by GRANT VAN ULBRICH

How can sales managers coach their teams through multiple, sometimes stressful, rollouts? You can teach your team to embrace and manage change from the bottom up.

Global sales management and transformation leader, Grant Van Ulbrich, uses an innovative change management model to tackle this issue, designed with sales teams in mind. The book begins with an overview of sales management, sales transformation and change management. Showcasing the issues of organisation-focused frameworks in today's current sales atmosphere, the book makes a case for a bottom-up change management model: SCARED SO WHAT.

The author takes readers through the implementation of the model at various Fortune 100 groups, universities and institutions. He also explains the emotional impact of change and why it's important to critically reflect and focus on actions before making a decision and responding to it.

The book applies the model to complex sales situations and provides useful support tools to help readers react when confronted with change. Readers will learn how to help their sales teams navigate corporate rollouts, changes to organisational design, the implementation of new technologies, rejection of sales opportunities and changing customer expectations.



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GRANT VAN ULBRICH is Global Director of Sales Transformation at Royal Caribbean Group, London, He is also

Founding Fellow of the Institute of Sales Professionals. His work has been published in *The Journal of Sales Transformation* and *The Change Management Review* and has been featured by the Institute of Sales Professionals, The Oxford Review, Consalia Sales Business School and the Sales Educator's Academy.