



## Five Deadly Sins CEOs Make in Sales

*Jim Lewis*

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## **Five Deadly Sins CEOs Make in Sales** Jim Lewis

*Five Deadly Sins CEOs Make in Sales* is a business fable designed to help CEOs recognize five common sales management mistakes that negatively impact financial results.

Whether you are the CEO of a small company with only one salesperson or you manage thousands, it's very likely that you have committed at least one of the sins described in this book. Don't worry; you are not alone. The logic that leads senior executives to commit these sins over and over makes sense and is pervasive.

There are hundreds of how-to books to help individual salespeople sell better, but there are few designed to help CEOs, the lead sales executive, understand why their sales organization is not generating more revenue.

This fable is about Jack Ressler, CEO of Acme, Inc., and what happens when the company misses its quarterly revenue target. Instead of making Jack the scapegoat for the poor results, the chairman and board of directors decide to help Jack discover the five deadly sins.

This book is based on the work and experience of the author, who admits to having committed all five sins. Fortunately, he found out soon enough to be able to help others avoid the same fate. The story is short, enlightening, and provocative.

## **About the Author**

Jim Lewis is the founder and CEO of Princeton Sales Partners, LLC, an executive management coaching and consulting firm to CEOs on the best practices of selling and sales management, located in Princeton, New Jersey.

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