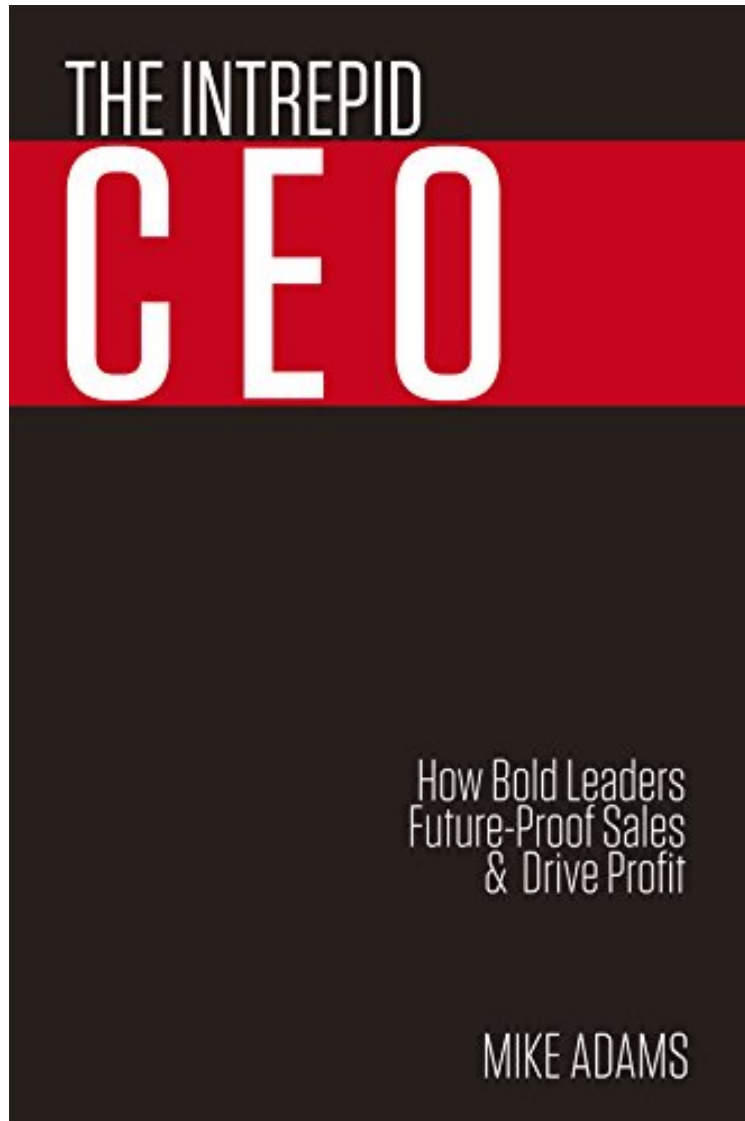


# The Intrepid CEO: How Bold Leaders Future-Proof Sales Drive Profit

*Mike Adams*

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**Mike Adams : The Intrepid CEO: How Bold Leaders Future-Proof Sales Drive Profit** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Intrepid CEO: How Bold Leaders Future-Proof Sales Drive Profit:

1 of 1 people found the following review helpful. It is a book that provoked me and made me think about the difference between having a good sales force and an incredible sales fBy Jesper Hansson The Intrepid CEO is different to other books I've read on this subject, mainly because it is straight in your face and concise. It is a book that

provoked me and made me think about the difference between having a good sales force and an incredible sales force. Although it is the debut book from Mike Adams, it is clear to see that the content comes from a person who has been there and done that and know what works. I highly recommend this book to anyone who wants to be an intrepid Sales Director or CEO - all the tricks on how to get there is in this book!0 of 0 people found the following review helpful. The ideal read for your next business trip to refine your understanding on how best to manage your Sales functionBy CustomerI found this book to be particularly useful in gaining an in-depth, yet succinct, insight into not just how to successfully manage and lead a Sales team but business leadership in general. The quick and easy-to-read style is ideal for busy leaders and allows the reader to grab numerous useful tips, quotes and examples without ever being overburdened with unnecessary information or confused by a hard-to-follow format. As a Manager with a close relationship with the Sales department I now feel as though I have a much better understanding of salespeople, the sales process and function as a whole, as well as better equipped to manage and lead my own team. Simple, succinct but highly-pertinent and valuable.

Business leadership is just not the same as sales leadership and in today's business world you need to know both. Those who understand the difference experience a dramatic shift in performance and results.Packed full of tactics and insights, The Intrepid CEO explores what every business leader must know to future-proof sales and dominate their field.The Intrepid CEO takes an unorthodox deep dive into the challenges of running a sales organisation in the new world.