

# Download Mastering Communication At Work How To Lead Manage And Influence

Sales pipeline management is at the core of everything we do in sales. Your sales reps are staring at their funnels all day, everyday. Mastering the sales pipeline is an extremely effective way to increase revenue because it allows sales reps to remain organized and focused on selling. Based on his nine years of experience as a program manager for Microsoft's biggest projects, Berkun explains to technical and non-technical readers alike what it takes to lead critical projects from start to finish. 4: Communicating Effectively Face-to-Face. Face-to-face communication offers the best opportunity to build good relationships and engage with people personally. Using small talk can put the other person at ease, but be sure to listen carefully to his responses. They can teach you a lot about his interests and values, and you can learn what kind of language to use to build rapport. Suggested Citation: "Strengths and Weaknesses of the U.S. Technology Enterprise." National Academy of Engineering. 1993. Mastering a New Role: Shaping Technology Policy for National Economic Performance. Washington, DC: The National Academies Press. doi: 10.17226/2103.