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## The 3 most common mistakes sales managers make



In most organizations, sales managers are the essential bridge between the company's sales goals and the realization of those goals. Sales thought leader Dave Kahle examines the 3 most common mistakes sales managers make when goals are missed.

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## What they're saying...

**"A brand's online chat, product review sites and social media channels need to be buttoned up, branded consistently and ready to provide on-demand support with immediate responses."**

— ClickDimensions CEO Mike Dickerson on what marketers need to know about today's B2B buyer

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## What we're reading...

**Reset: 60 Days to LinkedIn Mastery: Optimize Your Profile, Make Meaningful Connections, and Create Compelling Content . . . In Just 15 Minutes a Day**

By Josh Steimle with Virginia Cantlin, Andy Foote, Kyle Weckerly, Aaron Wrixon



Optimize your profile. Make high-quality connections. Create compelling content. If you're looking for the best ways to master LinkedIn, Josh Steimle and company have you covered. You'd be surprised to know how many professionals fail to take advantage of the social platform's 800 million users. You don't have to be one of them. Steimle's step-by-step guide will show you the way.

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