



# Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud

By Lisa Earle McLeod

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## Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud By Lisa Earle McLeod

**Turn an effective sales force into one that is truly outstanding.**

Drawing on two decades of consulting with leading sales organizations, sales leadership expert Lisa Earle McLeod reveals how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers. Using hard data and compelling field stories, Selling with Purpose explains why salespeople who understand earnestly how they make a difference to customers outperform their more quota-driven counterparts. This book shows executives, managers, and aspiring sales leaders how to find your NSP and create a sales force of True Believers who drive revenue and do work that makes them proud.

- \* Explains why sales organizations with a clearly stated Noble Sales Purpose (NSP) dramatically outperform sales organizations driven by numbers alone
- \* Details how to find your NSP using a simple three-part formula
- \* Shares how to use NSP to make your salespeople more assertive, focused, and profitable

In an era where most organizations believe that money is the only way to motivate salespeople, Selling With Purpose offers a sustainable and exciting alternative.

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**Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud** By Lisa Earle McLeod **Bibliography**

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### Editorial Review

#### From the Inside Flap

Using hard data and compelling field stories, *Selling with Noble Purpose* explains why salespeople who genuinely understand how they can make a difference for customers consistently outsell their more quota-driven counterparts. Drawing on two decades of consulting with leading sales organizations, sales leadership expert Lisa Earle McLeod reveals how a Noble Sales Purpose (NSP) can drive a team to outstanding sales numbers.

Whether you're an executive, manager, or aspiring sales leader, you'll discover how to find your NSP and create a sales force of True Believers who drive revenue and do work that makes them proud. In *Selling with Noble Purpose*, you'll learn:

- Why sales organizations with a clearly stated NSP dramatically outperform sales organizations driven by numbers alone
- How to find your NSP using a simple three-part formula
- How to use NSP to make your salespeople more assertive, focused, and profitable
- How sales managers unknowingly sabotage NSP
- The magic question sales managers can use to get even mediocre people thinking like top-tier performers
- Why 90 percent of traditional sales training programs are forgotten within a week and why NSP training sticks with salespeople forever

In an era where most organizations believe that money is the only way to motivate salespeople, *Selling with Noble Purpose* offers a sustainable and exciting alternative.

#### From the Back Cover

"If you sell based on a deep mission and purpose, revenue will follow. As Lisa Earle McLeod explains in this remarkable book, you have to start with how to change another life . . . then work back from that purpose."  
—**TOM RATH**, bestselling author of *StrengthsFinder 2.0*

Most people believe that money is the primary motivator for top salespeople and that doing good by the world runs a distant second. That belief is wrong.

A single interview with a top-performing biotech salesperson led sales leadership consultant Lisa Earle McLeod on a six-year quest to undercover what goes on inside the minds of top-performing salespeople and how leaders can replicate that mindset across their organizations.

McLeod discovered that salespeople who sold with noble purpose—who truly wanted to make a difference to customers—consistently outsold salespeople who were focused on sales goals and money. More than 10,000 hours in the field with top sales performers from organizations like Apple, Kimberly-Clark, and Merck revealed that a Noble Sales Purpose (NSP) is the difference between a sales force that's merely effective and one that's truly outstanding.

*Selling with Noble Purpose* shows you how to ignite the True Believer that lurks in the heart of every

salesperson. Because as much as salespeople want to make money, they also want to make a difference.

#### About the Author

**LISA EARLE McLEOD** is a sales leadership consultant who has worked with clients like Apple, Kimberly-Clark, and Pfizer to create passionate, purpose-driven sales organizations. A sought-after keynote speaker, McLeod has spent over 10,000 hours coaching salespeople and leaders and has conducted over 500 workshops and keynotes. McLeod writes leadership commentary for Forbes.com and has been quoted in major news outlets such as *Fortune*, the *New York Times*, and the *Wall Street Journal*. She has also appeared on the *Today* show and *NBC Nightly News*.

#### Users Review

##### From reader reviews:

##### **Patricia Vasquez:**

The book *Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud* can give more knowledge and also the precise product information about everything you want. Exactly why must we leave a good thing like a book *Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud*? Some of you have a different opinion about reserve. But one aim that will book can give many info for us. It is absolutely suitable. Right now, try to closer with the book. Knowledge or data that you take for that, it is possible to give for each other; you can share all of these. Book *Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud* has simple shape however you know: it has great and large function for you. You can appear the enormous world by open up and read a book. So it is very wonderful.

##### **Melinda Kendall:**

The reason why? Because this *Selling with Noble Purpose: How to Drive Revenue and Do Work That Makes You Proud* is an unordinary book that the inside of the e-book waiting for you to snap that but latter it will surprise you with the secret the item inside. Reading this book alongside it was fantastic author who also write the book in such incredible way makes the content inside easier to understand, entertaining method but still convey the meaning thoroughly. So , it is good for you because of not hesitating having this ever again or you going to regret it. This unique book will give you a lot of positive aspects than the other book have got such as help improving your ability and your critical thinking means. So , still want to hold up having that book? If I ended up you I will go to the guide store hurriedly.

##### **Araceli Burns:**

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**Edward Upton:**

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