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**The New Strategic
Selling The Unique
Sales System
Proven Successful
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"If we don't drop our price, we will lose the deal." That's the desperate cry from salespeople as they try to win deals in competitive marketplaces.

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While the easy answer is to lower the price, the company sacrifices margin--oftentimes unnecessarily. To win deals at the prices you want, the strategy needed is differentiation. Most executives think marketing is the sole source of differentiation. But what

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*about the sales function of the
company? This commonly neglected
differentiation opportunity provides a
multitude of ways to stand out from the
competition. This groundbreaking book
teaches you how to develop those
strategies. In Sales Differentiation,*

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sales management strategist, Lee B. Salz presents nineteen easy-to-implement concepts to help salespeople win deals while protecting margins. These concepts apply to any salesperson in any industry and are based on the foundation that "how you

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*sell, not just what you sell,
differentiates you." The strategies are
presented in easy-to-understand stories
and can quickly be put into practice.
Divided into two sections, the "what
you sell" chapters help salespeople:
Recognize that the expression "we are*

Bookmark File PDF The New Strategic Selling The Unique Sales System Proven *the best" causes differentiation to backfire. Avoid the introspective question that frustrates salespeople and ask the right question to fire them up. Understand what their true differentiators are and how to effectively position them with buyers.*

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Find differentiators in every nook and cranny of the company using the six components of the "Sales Differentiation Universe." Create strategies to position differentiators so buyers see value in them. The "how you sell" section teaches salespeople how

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to provide meaningful value to buyers and differentiate themselves in every stage of the sales process. This section helps salespeople: Develop strategies to engage buyers and turn buyer objections into sales differentiation opportunities. Shape buyer decision

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criteria around differentiators. Turn a commoditized Request for Proposal (RFP) process into a differentiation opportunity. Use a buyer request for references as a way to stand out from the competition. Leverage the irrefutable, most powerful

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differentiator...themselves. Whether you've been selling for twenty years or are new to sales, the tools you learn in Sales Differentiation will help you knock-out the competition, build profitable new relationships, and win deals at the prices you want.

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In this pioneering guide, two business authorities introduce the new discipline of Service Design and reveal why trying new strategies for pleasing customers isn't enough to differentiate your business—it needs to be designed for service from the ground up. Woo,

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Wow, and Win reveals the importance of designing your company around service, and offers clear, practical strategies based on the idea that the design of services is markedly different than manufacturing. Bestselling authors and business experts Thomas

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A. Stewart and Patricia O'Connell contend that most companies, both digital and brick-and-mortar, B2B or B2C; are not designed for service—to provide an experience that matches a customer's expectations with every interaction and serves the company's

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needs. When customers have more choices than ever before, study after study reveals that it's the experience that makes the difference. To provide great experiences that keep customers coming back, businesses must design their services with as much care as

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their products. Service Design is proactive—it is about delivering on your promise to customers in accordance with your strategy, not about acceding to customer dictates. Woo, Wow, and Win teaches you how to create "Ahhh" moments when the customer makes a

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positive judgment, and to avoid "Ow" moments—when you lose a sale or worse, customer trust. Whether you're giving a haircut, selling life insurance, or managing an office building, your customer is as much a part of your business as your employees are.

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Together, you and customers create a bank of trust; fueled by knowledge of each other's skills and preferences.

This is Customer Capital, the authors explain, and it is jointly owned. But it's up to you to manage it profitably.

Innovative yet grounded in real world

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*examples, Woo, Wow, and Win is the
key strategy for winning
customers—and keeping them.*

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World's Best Companies Grand Central
Publishing*

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The heyday of the classic sales force is over. Customers lead mobile and online lives, and successful companies use disruptive concepts to engage with the digitally empowered consumer. Disruptive Selling helps companies transform themselves to the new age of

Bookmark File PDF The New Strategic Selling The Unique Sales System Proven *selling by matching supply to demand in an innovative way. Successful disruptive selling concepts must be based on the right combination of a series of factors, including an understanding of what motivates customers' corresponding value*

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*propositions, appropriate
organizational structures, and the right
overarching business culture.*

*Disruptive Selling demystifies all of
this, and more. Featuring case studies
and examples from disruptive
organizations such as AirBnB, Zalando*

Bookmark File PDF The New Strategic Selling The Unique Sales System Proven and Bol.com, this book will empower readers to look critically at their organizations and commercial interaction models, and begin their own disruptive selling journeys. It contains a carefully researched, clearly explained framework to disruptive

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*The Surprising Truth About Moving
Others*
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*The Revolutionary System for Face-to-
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The Weaponization of Social Media
Practical Magic for Crafting Powerful

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Work Relationships
Brick by Brick
Sales Growth
The Power of Selling

**How to close the gap
between strategy and
execution Two-thirds of**

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executives say their organizations don't have the capabilities to support their strategy. In Strategy That Works, Paul Leinwand and Cesare Mainardi explain why. They identify

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conventional business practices that unintentionally create a gap between strategy and execution. And they show how some of the best companies in the world

Bookmark File PDF The New Strategic Selling The Unique Sales System Proven **consistently leap ahead of their competitors. Based on new research, the authors reveal five practices for connecting strategy and execution used by highly successful enterprises such**

Bookmark File PDF The New Strategic Selling The Unique Sales System Proven as IKEA, Natura, Danaher, Haier, and Lego. These companies: • Commit to what they do best instead of chasing multiple opportunities • Build their own unique winning

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capabilities instead of copying others • Put their culture to work instead of struggling to change it • Invest where it matters instead of going lean across the board • Shape

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the future instead of reacting to it Packed with tools you can use for building these five practices into your organization and supported by in-depth profiles of

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companies that are known for making their strategy work, this is your guide for reconnecting strategy to execution.

It is the first time that the different strategic

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advertising mechanisms are explained in a single book. And this is also the first time that a book has brought together the most important and transcendent (for its

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applicability to the advertising market) strategic advertising mechanisms. The text explains from classic mechanisms such as Rosser Reeves's USP or Procter &

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Gamble's copy strategy to modern mechanisms such as Kevin Roberts's Lovemarks or Douglas Holt's iconic brands. It also considers European mechanisms such as

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**Jacques Séguéla's star
strategy or Henri Joannis's
psychological axis. The
book has the most
complete academic review.
Strategic Advertising
Mechanisms: From Copy**

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Strategy to Iconic Brands, integrates the most important strategic advertising mechanisms developed throughout the time: USP, brand image, positioning, Lovemarks...

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**This is the first and only
book to date that compiles
the most consolidated
methods by advertisers or
advertising agencies (P&G,
Bates, Ogilvy or Euro) in
the history of modern**

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advertising. Primary readership will be among practitioners, researchers, scholars and students in a range of disciplines, including communication, advertising, business and

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There may also be appeal to the more general reader with an interest in how advertising strategic

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planning works.
"A prominent high-society
matron--who happens to be
a fierce supporter of the
President and founding
member of the
POTUSSIES--has gone

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**missing at a swank gala.
When the wealthy dowager
Kiki Pew Fitzsimmons is
later found dead in a
concrete grave, panic and
chaos erupt. The President
immediately declares that**

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**Kiki Pew was the victim of
rampaging immigrant
hordes. This, as it turns
out, is far from the truth.
Meanwhile, a bizarre
discovery in the middle of
the road brings the First**

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**Lady's motorcade to a
grinding halt (followed by
some grinding between the
First Lady and a lovestruck
Secret Service agent).
Enter Angie Armstrong,
wildlife wrangler**

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extraordinaire, who arrives at her own conclusions after she is summoned to the posh island to deal with a mysterious and impolite influx of huge, hungry pythons"--

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**Reveals how the LEGO
company was nearly
pushed financial collapse
by the advice of
professional consultants,
explaining how the
company adapted the**

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"Seven Truths of
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The Revolutionary Sales
Process That is Changing
the Way People Sell

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**From Copy Strategy to
Iconic Brands
Strategic Selling
How to Sell the Way People
Want to Buy
3rd Edition
To Sell Is Human**

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**Service Design, Strategy,
and the Art of Customer
Delight** Successful By The Worlds Best
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Social media has been
weaponized, as state hackers
and rogue terrorists have seized
upon Twitter and Facebook to

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create chaos and destruction.
This urgent report is required
reading, from defense experts
P.W. Singer and Emerson T.
Brooking.

Selling Machine describes sales
strategies devised by Miller

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Heiman Inc., the American sales training and consulting organization. Their system concentrates on revitalizing sales by focusing the entire organization on growing revenue and serving customers better.

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There are examples and case studies.

The Book that Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing

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"process," Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate. And it helped turn the small company

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strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops.

Learn: * How to identify the four real decision makers in every

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corporate labyrinth * How to
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prevent sabotage by an internal
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deal-killer * How to make a
Series
senior executive eager to see
you * How to avoid closing
business that you'll later regret *
How to manage a territory to

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provide steady, not "boom and bust," revenue * How to avoid the single most common error when dealing with the competition.

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strategies that will teach you exactly how to form good habits, break bad ones, and master the tiny behaviors that lead to remarkable results. If you're having trouble changing your habits, the problem isn't you. The

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problem is your system. Bad habits repeat themselves again and again not because you don't want to change, but because you have the wrong system for change. You do not rise to the level of your goals. You fall to the

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level of your systems. Here, you'll get a proven system that can take you to new heights. Clear is known for his ability to distill complex topics into simple behaviors that can be easily applied to daily life and work.

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Here, he draws on the most
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proven ideas from biology,
psychology, and neuroscience to
create an easy-to-understand
guide for making good habits
inevitable and bad habits
impossible. Along the way,

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readers will be inspired and
entertained with true stories from
Olympic gold medalists, award-
winning artists, business leaders,
life-saving physicians, and star
comedians who have used the
science of small habits to master

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their craft and vault to the top of
their field. Learn how to: • make
time for new habits (even when
life gets crazy); • overcome a
lack of motivation and willpower;
• design your environment to
make success easier; • get back

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on track when you fall off course;
...and much more. Atomic Habits
will reshape the way you think
about progress and success, and
give you the tools and strategies
you need to transform your
habits--whether you are a team

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looking to win a championship,
an organization hoping to
redefine an industry, or simply an
individual who wishes to quit
smoking, lose weight, reduce
stress, or achieve any other goal.

Disruptive Selling

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Secrets of the Complex Sale
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Transforming the Buyer/Seller
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The 5+50+100 Rule for Turning
Your Business Network into
Profits

*The challenges facing
today's sales executives
and their organizations*

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*continue to grow, but so
do the expectations that
they will find ways to
overcome them and drive
consistent sales growth.
There are no simple
solutions to this*

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*situation, but in this
thoroughly updated Second
Edition of Sales Growth,
experts from McKinsey &
Company build on their
practical blueprint for
achieving this goal and*

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*explore what world-class
sales executives are doing
right now to find growth
and capture it—as well as
how they are creating the
capabilities to keep
growing in the future.*

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*Based on discussions with
more than 200 of today's
most successful global
sales leaders from a wide
array of organizations and
industries, Sales Growth
puts the experiences of*

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these professionals in perspective and offers real-life examples of how they've overcome the challenges encountered in the quest for growth. The book, broken down into

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five overarching
strategies for successful
sales growth, shares
valuable lessons on
everything from how to
beat the competition by
looking forward, to

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*turning deep insights into
simple messages for the
front line. Page by page,
you'll learn how sales
executives are digging
deeper than ever to find
untapped growth,*

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*maximizing emerging
markets opportunities, and
powering growth through
digital sales. You'll also
discover what it takes to
find big growth in big
data, develop the right*

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"sales DNA" in your organization, and improve channel performance. Three new chapters look at why presales deserve more attention, how to get the most out of marketing, and

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*how technology and
outsourcing could entirely
reshape the sales
function. Twenty new
standalone interviews have
been added to those from
the first edition, so*

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there are now in-depth
insights from sales
leaders at Adidas, Alcoa,
Allianz, American Express,
BMW, Cargill, Caterpillar,
Cisco, Coca-Cola
Enterprises, Deutsche

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*Bank, EMC, Essent, Google,
Grainger, Hewlett Packard
Enterprise, Intesa
Sanpaolo, Itaú Unibanco,
Lattice Engines, Mars,
Merck, Nissan, P&G,
Pioneer Hi-Bred,*

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*Salesforce, Samsung,
Schneider Electric,
Siemens, SWIFT, UPS,
VimpelCom, Vodafone, and
Würth. Their stories, as
well as numerous case
studies, touch on some of*

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elements of sales, from
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adapting channels to meet
Series
changing customer needs to
optimizing sales
operations and technology,
developing sales talent

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*and an improved bottom
line. Created specifically
for sales executives, it
will put you in a better
position to drive sales
growth in today's
competitive market.*

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For the Accounts You Can't
Afford to Lose: The
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Strategies that Will Keep
Your Customers Coming Back
Whether your company has
\$50,000 or \$5 million in
sales, chances are that at

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*least half of your revenue
comes from a few crucial
accounts. What does it
take to keep them going
strong? The authors of The
New Strategic Selling and
The New Conceptual Selling*

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present a hard-hitting, no-nonsense book of techniques to improve your most important business relationships. Updated with recent examples of actual success stories,

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*this new edition explores
how online click speeds
have resulted in highly
sophisticated customers
who expect all services to
be done in "real time."*

*Discover: * The Long View:*

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*Studying and really
understanding your company-
and your customer's
business-can mean years of
selling success * "Lamp"
Strategies: Activate a
Large Account Management*

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*Process strategy to turn
your best customers into
permanent "external
assets" * Trends and
Market Forces: Constantly
identify and reappraise
the conditions that can*

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*make your services more
crucial than ever **

Channels of Communication:

*The right contacts and
communication lines will
help you make key changes—
before it's too late!*

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Argues that knowing and understanding customers' needs will improve sales and will build a trusting relationship between buyer and seller.

Most salespeople work hard

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*to become proficient in
reaching the frontline
managers in their markets.
However, a salesperson who
wishes to achieve long-
lasting success with a
client will learn how to*

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*also appeal to top-level
executives from an “above
the line” perspective.*

*Master sales trainer Skip
Miller shows how to
simultaneously sell to
both the frontline manager*

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*as well as the executive
who is more concerned with
profit/loss indicators
such as ROI, time saved,
risk lowered, and
productivity improved - a
strategy used by Google,*

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Apple, Cisco WebEx, and other powerhouses. In Selling Above and Below the Line, you will learn how to: Create energy by including executives early in the sales process. Ask

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the right questions and
pinpoint big-picture
financial needs. Keep
“below the line” managers
from feeling bypassed.
Uncover value propositions
that target each set of

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*decision-makers. Sales
that seem locked in will
stall or go dark.*

*Customers who have been
loyal to you suddenly back
out of the relationship
due to decisions made*

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*above the manager's head.
This often could have been
avoided had the
salesperson been
intentional to sell both
the technical and
financial fit. In Selling*

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Above and Below the Line,
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learn to effectively
communicate both, leading
to more successful and
lucrative deals than ever
before.

Woo, Wow, and Win

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The Art of Selling Your
Message
The New Conceptual Selling
How to Focus Everyone in*

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Successful By The Worlds Best
Business of Selling
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Taking Control of the
Series
Customer Conversation
The Unique Sales System
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*Written by the authors of
Strategic Selling, this is the
revolutionary system for face-
to-face selling that's used by
America's best companies.
Explains how to identify and
maximize sales talent, outlines*

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the basic steps of the selling process, and includes an access code to an online assessment test.

"With limited resources and increasing competition, managing strategic accounts

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requires a focused strategy, plan, and process. Developed collaboratively with world-class sales forces, the Large Account Management Process provides an enduring framework for protecting and

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growing your most important customer relationships." -
Damon Jones, COO, Miller Heiman, Inc."The Large Account Management Process has implemented a discipline that allows people to work

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together and communicate,
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customers and our own
company."- Joseph L Cash,
senior vice president of sales,
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clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock

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*potential while others shut
people down. Suppose you
could gain people's trust,
influence them, motivate them,
and get the very most out of
your work relationships.
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*create a work environment
where all types of people
excel, even if they have
conflicting perspectives,
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their 'concept', it will
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True or false? In
selling high-value
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'closing' increases your
chance of success; it is
essential to describe
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product or service to
the customer; objection
handling is an important
skill; open questions
are more effective than
closed questions. All
false, says this

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provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings

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revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method.

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SPIN describes the whole
selling process:

Situation questions

Problem questions

Implication questions

Need-payoff questions

SPIN-Selling provides

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you with a set of simple
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which have been tried in
many of today's leading
companies with dramatic
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a sales culture with
clarity, authenticity,
and emotional
intelligence. Too often,
the sales process is all
about fear. Customers

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are afraid that they
will be talked into
making a mistake;

salespeople dread being
unable to close the deal
and make their quotas.

No one is happy. Mahan

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offer a better way.

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do best when they focus
100 percent on helping
clients succeed. When
customers are

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successful, both buyer
and seller win. When
they aren't, both lose.
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sufficient to get
clients to buy; a
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help the client reduce
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promising results.

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thinkers, sceptics,
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we're employees pitching
colleagues on a new idea,
entrepreneurs enticing
funders to invest, or
parents and teachers
cajoling children to study,
we spend our days trying to
move others. Like it or not,

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we're all in sales now. To Sell Is Human offers a fresh look at the art and science of selling. As he did in Drive and A Whole New Mind, Daniel H. Pink draws on a rich trove of social science for his counterintuitive

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insights. He reveals the new ABCs of moving others (it's no longer "Always Be Closing"), explains why extraverts don't make the best salespeople, and shows how giving people an "off-ramp" for their actions can

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matter more than actually changing their minds. Along the way, Pink describes the six successors to the elevator pitch, the three rules for understanding another's perspective, the five frames that can make

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business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to

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understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate

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conventional sales wisdom in
decades. Based on an
exhaustive study of
thousands of sales reps
across multiple industries
and geographies, The
Challenger Sale argues that

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classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in

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the world falls into one of
five distinct profiles, and
while all of these types of
reps can deliver average
sales performance, only one-
the Challenger- delivers
consistently high

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performance. Instead of
bludgeoning customers with
endless facts and features
about their company and
products, Challengers
approach customers with
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they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or

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once equipped with the right
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than 150 people, and that 50 members is the optimal size for group communication. As such, she has developed what she calls the "5+50+100" method: contact your top 5

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