Outsell Your Competition Consultative Selling Strategies For The 21st Century

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outsell your competition is truly packed with sales tips and winning how to s i immediately ordered 200 copies for my national sales management team a compulsive read ian stuart director of network sales lombard this book is an inspiration as alive and powerful as being face to facewith the author himself if you can t get in front of him i recommend you get thisbook in front of you mike ketley senior director yamaha kemble music comprehensive visionary incisive i counted ten value loaded sales lessons injust the first three pages peppered with real life examples that show these ideasreally work robin has created a must have for every sales professional grant cullen head of sales training virgin direct from the author and presenter of close that sale the biggest selling seminarin uk training history do you understand the psychology of your customers buying process do you have the skill to win and the will to win do you know how to find new business negotiate present communicate do you know what the winning sales strategy of the 21st century will be selling is no longer just what are your requirements and how can we meet them it is whereare you going and how can we help you get there with a dynamic and energetic approach this highly acclaimed presenter and trainer will teachyou the most up to date flexible hands on consultative selling techniques and how to put themto work immediately this book will provide you with the processes and insights to help youuncover information build relationships develop yourself and stay ahead of the competition the 21st century sales person is a specialist a problem solver and a relationship manager withbusinesses changing the way they operate the rules for succeeding in this arena are changing robin fielder breaks down the selling process into a series of easy to follow steps and pinpoints what you need to do to become a top salesperson in your field

what does it mean to be a man difficult question to answer isn t it this is my story and my experiences as i was looking for answers to this question some men will face a crossroad and get stuck some men will continue on the same path that they have always traveled a few men will get to a place where it has gotten bad enough to want to walk down a different road my reason for writing this book is to discuss the following what are these crossroads what are the signs what are the steps to follow a different road all i can do is share what i experienced and what works and what does not work i also have the teachings i learned from hundreds of men that i have been blessed to be with and work with over these years i share with you what the elders taught me and what i have learned from over 20 years of leading men s retreats all over the united states along the way i will pass on some of my dad greywolf s teachings i m not a therapist physiologist pastor

social worker or part of the healthcare community what i am is a man who heard his wake up call and with the help of a group of men began a new journey into becoming a different man part of my call was to become a men s retreat leader author speaker teacher facilitator and coach after many years of doing my own work and leading men s retreats i discovered there are 7 crossroads a man will face in his life i do not claim to have all the answers because i cannot provide them

how to assess your business concept s potential to win customers the dragons den guide to assessing your business concept is designed to help entrepreneurs assess whether they actually have a market for their business concept before anyone invests valuable time and resources to a slow growth or no growth business idea this step by step approach will allow entrepreneurs to test an idea in an unflinching reality based way case studies sourced from canada and the us and stories from entrepreneurs who appeared on the dragons den tv show where entrepreneurs pitch their ideas to millionaires willing to invest their cash will illustrate the key ideas and themes helps entrepreneurs face reality before they let their dreams lead them into a losing battle for market share encourages readers to focus heavily on assessing their market first before they invest valuable time and resources in a slow growth or no growth business idea prepare yourself to do battle in a difficult marketplace assess your potential customers and measure your concept against reality the dragon s den guide shows you the way

using technology to sell is filled with practical effective techniques to sell more by leveraging the plethora of tools and information in today s world by applying these principles you ll open more doors increase your productivity speed up decisions and close more deals jill konrath author of snap selling and selling to big companies using technology to sell tactics to ratchet up results shows salespeople and sales managers the most effective ways to leverage a variety of technologies to increase sales and gain more customers topics include making the most of cloud based customer relationship management software putting social media to the best use presenting on three continents simultaneously through advanced video conferencing using advanced techniques to gain an information edge over competitors and much more as this book shows while the sales process will remain pretty much the same from now until the end of time technology used properly can increase sales power at every step of the cycle technology in the right hands is a strategic weapon and a competitive differentiation tool that can dramatically improve close rates deal size efficiency total sales and much more using technology to sell will show you how to expand your market through the use of technology employ software as a service saas applications to keep track of customers stay organized present and sell more systematically use social media

to increase sales maintain the personal element in a world wired with technology use the best sales methodology and integrate each step with technology overcome any aversion to using technology to sell avoid the trap of overuse or dependency on technology

the buying revolution has changed forever the landscape of complex high value sales traditional approaches are no longer appropriate in this new commercial environment fresh perspectives and innovative strategies are essential for success this book serves as the ultimate roadmap guiding readers through the uncharted territory of the new buying arena by embracing change and adopting forward thinking methodologies leaders and sales professionals can confidently navigate these transformative times to position themselves for success in the new enterprise sales era

presents guidelines on how to develop and implement a program for monitoring the activities of business competitors the author interviewed executives at 100 corporations and found that the most successful monitoring programs were extremely similar the guidelines in this book are based on those programs fuld explains how to develop a competitor intelligence program without a large investment in computers or staff why the low tech route is often the most effective how to communicate intelligence information to the decision makers the importance of ethical guidelines and how to conduct an intelligence audit to uncover a company s existing intelligence resources

when you help your customers and clients make profitable business decisions the result is a win win solution that can lead to a mutually beneficial long term business relationship in consultative selling sales consultant mack hanan helps you achieve just that by introducing a formula that will take your sales to the next level one that involves you exchanging your salesperson hat for that of a trusted consultant you II learn how to create a two tiered sales model to separate consultative sales from commodity sales build and use consultative databases for value propositions and proof of performance study your customers cash flows to win proposals use consultative selling strategies on the web and cope with and reverse the inevitable no for over four decades consultative selling has empowered countless sales professionals to reap maximum success now packed with new partnering strategies cost benefit analysis templates detailed monetized value proposition models outcome based branding approaches and powerful consulting tactics the eighth edition of this invaluable resource will bring you wide ranging success making the competition irrelevant

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