Solutions Selling

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Little Cat Snowshoes Beverly Perlmutter

Gap Selling Keenan 2019-11-05 Don't people buy from people they like? No! Your buyer doesn't care about you or your product or service. It's not your job to overcome objections, instead focus on your customer’s results and challenges. This book offers a wealth of practical insight into the psychology of purchasing, and the gap selling strategies that can increase your sales. Gap Selling sheds traidsh ational and closes solds beliefs that have been hurting salespeople for decades. For years, salespeople have embraced a "cram the customer" style of selling, drilling them with product knowledge and expectations.

Wayne Keenan 2019-07-04 "The salesperson's goal is to close, but the salesperson's function is to serve." - Rcnard B. Gandy So successful salespeople don't just sell products, they solve problems. Gap Selling is a comprehensive guide to finding and closing big deals by customizing the combination of your company's products and services, and the value gained by the customer. It is used to drive business, and is essential to success for any business - without it, companies are at risk of losing customers and being drowned out in crowded marketplaces. Selling Your Value Proposition is a user-friendly guide to establishing a streamlined customer experience. Gap Selling enables companies to convey their value-creating stories to customers consistently. Featuring case studies and interviews with renowned business leaders and influencers, Selling Your Value Proposition demonstrates how value propositions adequately position a business across a range of industries. The techniques and skills shared have all been honed through the authors' experience with scores of companies around the world, and in step-by-step guidelines will empower all readers to effectively focus their value propositions for competitive success.

Insight Selling Mike Schultz 2014-09-30 Delves into the details and specifics of “Rain Selling,” a strategy for making sales used by the Rain Group that encapsulates the complete sales and marketing strategy of Burt and Jane Boyar. Rain Selling is a comprehensive guide to transforming your sales into a strategic asset and making sales more effective for both the customer and the salesperson. The book shows how to combine the power of Rain Selling with the intelligence of your firm to create a new kind of sales organization that delivers the results your customers expected.

Kaj Storbacka 2014-02-07 Success in solution business starts by accepting that solution business is a separate business model, not simply an extension of product selling. Solution Selling is a comprehensive guide to helping sales professionals understand and master the principles of solution selling, and to engage customers in a real business-to-business dialogue about their future business trends and how solutions can address those trends.

Cindy Barnes 2017-05-03 A value proposition is created from the combination of a company’s products and services, and the value gained by the customer. It is used to drive business, and is essential to success for any business - without it, companies are at risk of losing customers and being drowned out in crowded marketplaces. Selling Your Value Proposition is a user-friendly guide to establishing a streamlined customer experience. Gap Selling enables companies to convey their value-creating stories to customers consistently. Featuring case studies and interviews with renowned business leaders and influencers, Selling Your Value Proposition demonstrates how value propositions adequately position a business across a range of industries. The techniques and skills shared have all been honed through the authors’ experience with scores of companies around the world, and in step-by-step guidelines will empower all readers to effectively focus their value propositions for competitive success.

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Most people assume that being right should be enough to be followed and respected as leaders. However, anyone attempting to lead any type of organization (family, business, sports, etc.) knows by experience that this is not so. Usually, the blame is placed on external factors, like the lack of the right team or circumstances. After several failing experiences, frustration and cynicism creep in about the possibility of successfully implementing any improvement initiative. What is the use of being right if nobody listens to us? What is the point of being wise and powerful if the rest of the world thinks we are mad? This book summarizes twenty years of practical experience searching for the most powerful complements to go beyond "Being right" in order to significantly improve our performance as leaders and change agents. It explains how, after developing a good solution, leaders could also be able to sell their ideas to their own people and create the truly collaborative working environments in which continuous improvement can set roots and flourish.

With all of the advice and information available on the internet, empowered Buyers want insight. They need to find out what all of the information means. But how do you challenge the customer's thinking with insight, without challenging the customer? That's the question this book seeks to answer. You'll learn why insights are more likely to make it past the Buyer's defensive wall if they are hidden inside an insight scenario, like a Trojan horse. And because they transport the Buyer out of the role of a critic, and into the role of a participant, they trump verbal persuasion. We'll show you how to create insight scenarios. Just imagine if your prospective customers could step inside a buying simulator, and take your product out for a test drive. Could you ask for more?