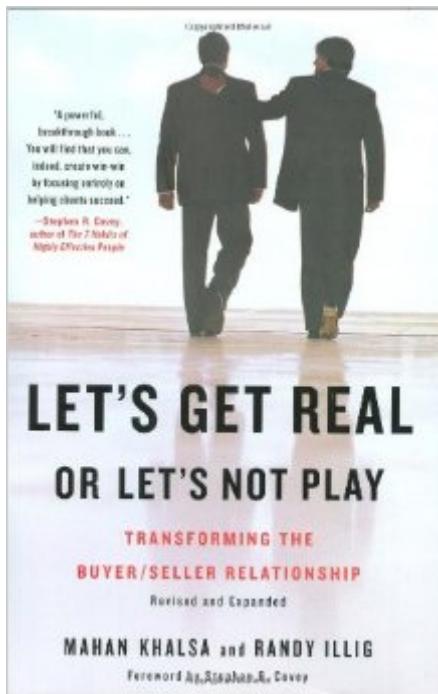


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# Let's Get Real Or Let's Not Play: Transforming The Buyer/Seller Relationship



## Synopsis

The new way to transform a sales culture with clarity, authenticity, and emotional intelligence. Too often, the sales process is all about fear. Customers 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 Khalsa and Randy Illig offer a better way. Salespeople, they argue, do best when they focus 100 percent on helping clients succeed. When customers are successful, both buyer and seller win. When they aren't, both lose. It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs, increase revenues, and improve productivity, quality, and customer satisfaction. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers:

- Start new business from scratch in a way both salespeople and clients can feel good about
- Ask hard questions in a soft way
- Close the deal by opening minds

Close the deal by opening minds

## Book Information

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## Customer Reviews

It wasn't until I read this book that I felt anything positive about being in "sales". I had done it in my past and I was about to do it again and thank god for this book or I'd still be uncomfortable and tossing and turning in my sleep. We need a new word, "sales", as this book so aptly puts it, is something you do to someone else. You "sell" them on something. Nobody wants to be sold, we all avoid salespeople and we all feel stupid selling other people on something. And those who do enjoy "selling" someone are almost always in pursuit of their own "victory", of beating the other person into buying from them, overcoming obstacles, leaping hurdles and getting the BIG CLOSE. They aren't really focused on the other person, an urge I sometimes fall prey to myself. Our culture makes

competition and personal victories very seductive, it is what we talk about, sports teams are rarely congratulated on their effort or fine play unless they win. We view so many things as black and white, which is not natural, throughout human history you can see cooperation as a dominant and prudent way to survive and thrive, not competition (see a dense, but brilliant book on this "Nonzero : The Logic of Human Destiny" by Robert Wright). Sales is a no-win game for everyone. Maybe there isn't any word, the "trick", the "gimmick" that this book extols is genuiness, simply being real, if you will. You meet someone, you listen, you ask some good questions so that you understand them well and what they are trying to accomplish, if you think there might be a way that you or your company can help them you offer it to them, if not, you wish them well and part graciously. What is that? Being human? Being real?

This work is available as both a book, a set of 6 CDs and apparently as a single CD. I have both the book and the 6 CD set. I found the CDs to be absolutely fantastic. The book is a great reference after the CDs, but if I had read the book instead of the CDs, I would have lost out on a lot. When I read the book, it feels, well, typical. But when I listen to Mahan speak, it is riveting. I myself am considered a strong speaker, and am very critical of others abilities, so I do not say this lightly. The first CD is the hardest to listen to, but after that, it is GREAT. The CDs taught me how to go from a problem statement or solution idea and quantify how we will show success against that once we implement our idea. Many of you may have a technique already that can take you from a problem to a set of measures that can show improvement, but I did not. The funny thing is that I am not really into sales. Yet this book is one of my best tools in my kit. Not for sales, but for DEPLOYING solutions and managing complex projects. Its guidance is extremely useful in requirements management and scope management for any project imaginable. It helps the team show the customer we are interested in their success more than in their list of features, and to ensure that what we are building truly adds value. If you have ever experienced scope creep or requirements volatility, these CDs have techniques to help. I strongly recommend this CD set to anyone who needs to prove the value of a solution, especially if they don't yet have a technique to do so. As a final thought, here is a great story: A client had one of the CDs in her car which she had bought on my recommendation. Her husband borrowed the car and the CD came on.

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