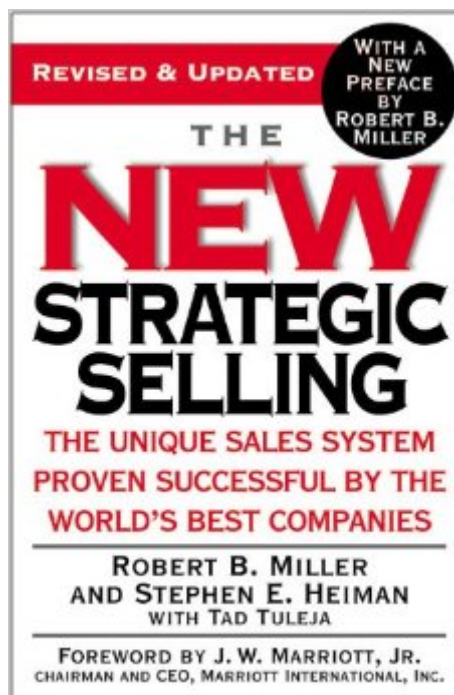


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The New Strategic Selling: The Unique Sales System Proven Successful By The World's Best Companies



Synopsis

The Book That Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing "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 helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list in the industry. The New Strategic Selling This modern edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new 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 corporate labyrinth * How to prevent sabotage by an internal deal-killer * How to make a senior executive eager to see you * How to avoid closing business that you'll later regret * How to manage a territory to provide steady, not "boom and bust," revenue * How to avoid the single most common error when dealing with the competition.

Book Information

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Customer Reviews

I am not a full time sales person, I am a software engineer and researcher who gets involved in some pre-sales consulting. I bought this book to become more educated on the Miller Heiman sales approach that is now standard for all of our sales people. I found this book very helpful and feel as though I now have a basic working knowledge of the sales system we use. The Miller Heiman training is rather expensive so I did not attend the actual classes with our regular sales staff. The

approach of this book came naturally to me. This sales strategy is much like engineering decisions in using continual review of risks and generating ideas to mitigate those risks while simultaneously advancing toward the closing of the project (a sales deal). There are many lists and sublists within the method that are pretty well known by now so I won't try to list many of them here. The terminology is important and very memorable - "Coach", "Economic Buyer", "Funnel", "Best Few", etc. The book is clear about what it is not and I appreciate that too since sales is not my background. It is not a book of sales tactics, that is, how to literally sell someone something face to face in the "sales event" as the book calls it. The book assumes the reader is an experienced sales person and is already perfecting this skill (a fair assumption). It also does not try to teach skills in deal closure/contracting since that subject is already covered by many other books and is another assumed skill. What the book does talk about at length is approaching each deal as a unique project that has its own risks, dynamics and yet can be managed within a systematic framework for success.

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