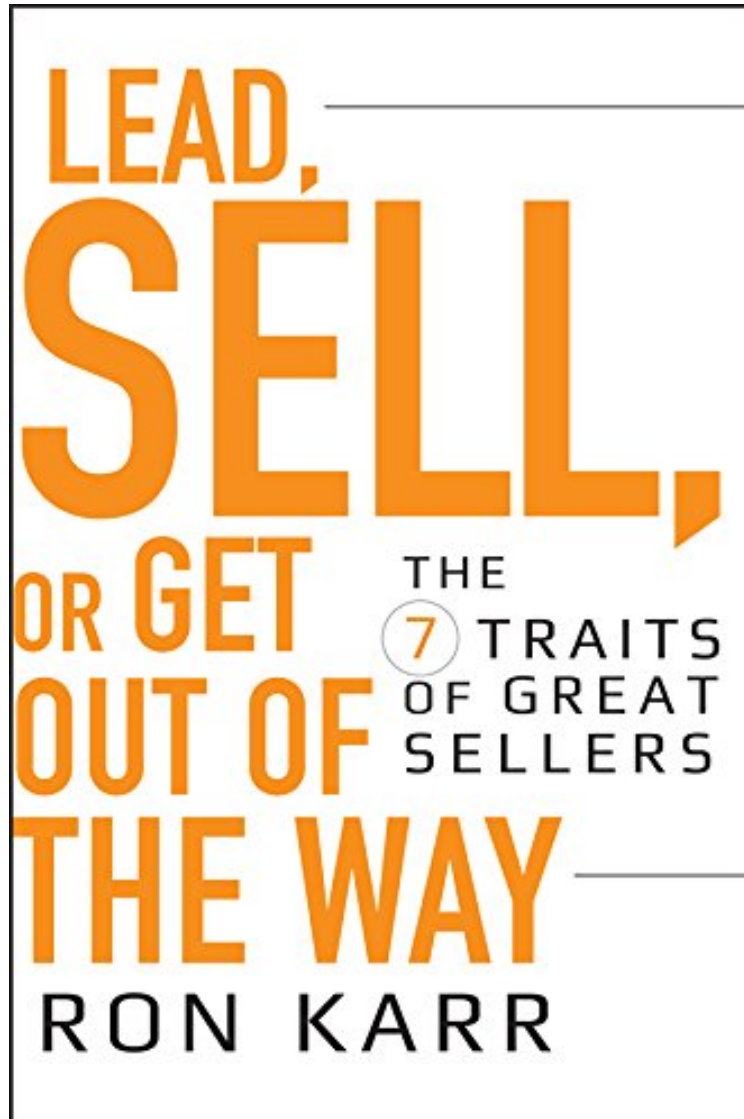


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## Lead, Sell, or Get Out of the Way: The 7 Traits of Great Sellers

*Ron Karr*

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**Ron Karr : Lead, Sell, or Get Out of the Way: The 7 Traits of Great Sellers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Lead, Sell, or Get Out of the Way: The 7 Traits of Great Sellers:

15 of 16 people found the following review helpful. Lit a Jet Engine Under MeBy Jean M. BinswangerThis book has inspired and empowered me to radically change my attitude toward my business. Ron Karr has lit, not a fire, but a jet engine under me.In hindsight, I have been operating the business on a "field of dreams" premise. "If I build it, they will come." And it is true that I have attracted some business and had some success that way.But this book convinced me that if I want large scale success, I need to learn how to be a sales leader as he describes. I need to articulate my

vision for clients, and personally connect it to my potential clients' real-world issues. Though I am strong in many areas, Ron Karr's list of 7 traits of great sellers touches on every one of my weaknesses. If I want success, I see that has to change. You might think that realizing I am weak many key skill areas would leave me depressed instead of inspired. No. Not at all--because this book doesn't just convince you that you need to change, it gives specific, practical advice for how to start that process. It gives not just advice, but hope. At the end of the chapters are exercises and commitments. I did them all. I continue to work on them. I have added a task called "lead/sell" to my daily action plan, in which I work on various skills, sometimes referring back to the book. (BTW, this is following advice from the book! He covers all the bases.) I read this book less than a month ago, I made the commitment to change about halfway through the book, and I can already see important progress. I have "magically" become more confident talking about my work with people. Of course, it's not magical. It's the result of doing all those exercises! Truly an excellent book worth reading, re-reading, and referring back to. Thank you, Ron Karr!

0 of 0 people found the following review helpful. Lead, Sell, or Get out of the way By J. Kevin Cobb As a person who has made a living for twenty years putting together large revenue opportunities I was not sure what to expect when I picked up Ron's book. But always looking to improve and learn I jumped right in. Needless to say I was blown away!...not only did Ron confirm many of my perceptions developed over the years were correct he added a much needed and appreciated new perspective in a straight to the point style. I think so much of this book I'm buying copies for members of my staff who have the raw talent needed to make it in today's demanding market. But like all of us could use some help when it comes to technical know how. I can only dream what our staff could accomplish if all would take Ron's methods to heart. If you've got the talent it takes to make it in sales and you're ready to dominate the competition buy this book! Ron it's rare you come across something this valuable at this point in one's career...thanks for the world class effort!

1 of 1 people found the following review helpful. Looking to be more productive? Lead or go home. By John Cousineau A fascinating look at the leadership practices of top sales performers. If you're looking to inspire + achieve higher productivity from your activities, get this book. Karr's ideas are a fresh look at how leaders create whole new levels of performance for their customers, and hold themselves personally accountable for their success in doing so. At its core, it's a model in which leaders make themselves personally accountable for helping clients create new competitive advantages; ones which clients could never have imagined on their own. As true in sales as it is in any position where productivity depends on delivering customer value.

Praise for LEAD, SELL, OR GET OUT OF THE WAY "Karr's book, Lead, Sell, or Get Out of the Way, illustrates what we believe: that knowing your customers' needs is the single most important factor in building sales. Business starts with the sale. To make profitable sales, you need to understand your customer and create a timely value proposition. This book shows you how to do both." mdash;LARRY KELLNER, Chairman and CEO, Continental Airlines "As CEO and Chairman of the Board of three publicly traded companies, I felt that Karr's strategies in Lead, Sell, or Get Out of the Way absolutely provided the powerful results he predicted. In one case, we completely eliminated a competitor who posed a strategic threat. I guess you can say they 'got out of the way.' Karr will show you what is required and how to be a top producer in your market. This book is a must-read." mdash;JAMES T. TREACE, President and Managing Member, JA Group, LLC, former chairman of the board, Wright Medical, Inc., and Kyphon, Inc. "Karr captures a lifetime of winning strategies and experiences and puts them in a practical context for sales leaders and sellers. This book challenges many of the older paradigms of selling and emphasizes the importance of keeping the focus on the customers and providing positive outcomes. In today's challenging market conditions, where the primary focus is on market share, this is a must-read." mdash;BARRY S. GOLDSTEIN, Senior Vice President, Global Sales Strategy Operations, Starwood Hotels Resorts Worldwide, Inc. "Karr's book clearly identifies what it takes to be a highly effective sales leader. The principles in Karr's book are concise and illuminating. Follow his system and your sales organization will succeed in any market. An absolute must-read." mdash;MIKE BEAUDRY, Division President, United Natural Foods, Inc. (UNFI) "Karr does it again! Lead, Sell, or Get Out of the Way gives you the ultimate approach to giving added value to customers and creating value for yourself hellip; The seven traits are what's needed in today's world, and this book is an outstanding guide to becoming proficient in all of them." mdash;DAVID PRENG, Preng Associates, The Global Energy Search Leader

From the Inside Flap In today's sales world there's no room for followers. But there's plenty of room for leaders. Competition is intense, and if you don't take a leadership role in producing results for your clients, someone else will. In Lead, Sell, or Get Out of the Way, Ron Karr outlines a repeatable process based on the powerful idea that great sellers lead relationships in the same way that great leaders sell ideas. No matter what you sell, you must communicate persuasively and effectively what it is you can offer clients. However, sales leaders do even more than that. They raise the bar by finding new opportunities and creating new levels of performance for their customers. They don't just sell products or services; they sell outcomes that transform a customer's world, and they assume personal responsibility for those outcomes. This customer-focused mindset is the key to Karr's proven leadership selling process. Based on decades of research with companies of all sizes, Karr reveals what great sellers do and shows how anyone can

implement the same powerful principles. He offers an in-depth exploration of the seven critical traits all sales leaders share. Today's top sales leaders: Have a clear vision of where they're going Position themselves powerfully in the minds of customers Build alliances rather than go it alone Ask powerful questions that result in new sales opportunities Create a value proposition that neutralizes the competition Communicate well and persuasively Embrace accountability and responsibility Many sales leaders learn these principles through trial and error. This book helps you avoid the trial and error part and skip straight to the success part. Why learn the hard way when you can read this book, learn these principles, and startmdash;todaymdash;selling more, faster, and at a higher profit? If you sell things for a living or manage people who sell, you face a stark choice that you had better get rightmdash;to Lead, Sell, or Get Out of the Way. Choose wisely and sales success will be yours. About the Author Ron Karr is a popular public speaker and in-demand business consultant known internationally as a business development expert. As President of Karr Associates, Inc., he specializes in helping organizations and professionals generate remarkable sales and operational results. His client list includes such companies as Agfa, Morgan Stanley, MetLife, Wright Medical, and UPS.